



WORK EXPERIENCE

CREATIVE SERVICES MANAGER - Marketstar Inc.

Ogden, UT

Aug. 2008 – Mar. 2010

- Successfully developed new business through effective marketing strategies and executed highly successful field marketing campaigns for high-profile, multi-billion dollar clients.
- Developed and managed schedules, budgets and implementation of global marketing campaigns for both to B2B, and B2C markets.
- Responsible for artistic development of marketing campaigns, sales sheets, brochures, logos, web design, publications, posters and other forms of visual communication for MarketStar and their clients.
- Negotiated with vendors to reduce costs on campaign related materials including web and print media to reduce costs an average of 25 percent.
- Major accounts include MarketStar, HTC, HP, Sony, Microsoft, Option Wireless, Whirlpool, and other global MarketStar clients.

CREATIVE SERVICES MANAGER - Cover-Pools Inc.

Salt Lake City, UT

May 2005 – Aug. 2008

- Developed creative brand strategies to align brand touch points to the overall organizational business strategy.
- Managed marketing communication materials to maintain brand integrity.
- Designed and produced projects in print media, video, Web, and environmental graphics.
- Maintained professional relationships with dealers, distributors, and global sales representatives.
- Procurement agent for the marketing department, responsible for managing budgets, schedules, and vendor relationships.

ART DIRECTOR/GRAPHIC DESIGNER - Kinara Advertising

Salt Lake City, UT

Aug. 1999 – Apr. 2005

- Developed advertising and corporate identity projects for print, TV, radio, and other media formats
- Provided artistic direction to maintain the integrity and quality of the agency's products.
- Supervised and directed graphic designers, photographers, illustrators, and other visual communication specialists.
- Participated in presentations to pitch campaign concepts to potential and existing clients.
- Major accounts included Dean's Food Inc., Meadow Gold Hawaii, Back to Basics, Transportation Alliance Bank, First Scientific Inc., Lifetime Products, and Bank of Utah.



ACHIEVEMENTS

BRAND DEVELOPMENT 2012

- Rebranded MediConnect Global contributing to the sale of the company to Verisk Analytics, Inc., NASDAQ:VRSK.

BUSINESS DEVELOPMENT 2008 - 2010

- Successfully created and designed marketing campaigns for T-Mobile Sony, and LG that lead to \$2 million in new business.

MBA 2008

- Graduated MBA program from the University of Phoenix with a 3.9 GPA.

TEACHING

ADJUNCT INSTRUCTOR

- Business management and visual communications instructor for local colleges in the Salt Lake City area.



PORTFOLIO

DIGITAL

- Available online at www.suegagnier.com.

HARD COPY

- Available upon request.