

Diana Sproul

Graphic Designer, Social Media Creator, Logo Design, Email Marketing

Fort Collins, CO

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Graphic Design Samples: <https://link.shutterstock.com/cO9kyFcB25>

Authorized to work in the US for any employer

Work Experience

Freelance Graphic Designer, Website Designer, Social Media, Still Photography

Sproul Creative - Los Angeles, CA & Fort Collins, CO

2002-2023

- Designed labels, book jackets, logos, flyers, large format check, outdoor banners, business cards, letterhead, flyers, PDF product catalog, social media launches and graphic posts, websites from scratch (Dreamweaver, Wordpress), email marketing (Illustrator, Photoshop)
- Developed Pediatric division website page, plus multi-page websites for three other departments, for Mattel Children's Hospital UCLA, Los Angeles, CA (Dreamweaver)
- Created book proposal layout in InDesign that made it to the second round at Hay House
- Kickstarter fundraising campaign: Shot and edited Kickstarter video, set up campaign website, two social media accounts, and edited existing website for launch
- Developed Panino's Italian restaurant website for three branches, plus logo on the sign

Marketing (Email, Social Media), Graphic Design, Course Creation, Ebooks Published

Transform Health - Fort Collins

2015-2022

- Designed labels for herbal teas and salves
- Wrote website articles using science-based research and citations
- Wrote and developed many slide presentations for live speaking events
- Produced many professional podcast videos, published on over twenty social media platforms
- Created and launched video podcasts on iTunes, Google, and over 15 others
- Created online course at Udemy.com and Thinkific: video of slide presentations with voice over, published as short video files with voiceover. Also PDF downloads.
- Produced matching branded video titles for all videos and social media (Illustrator)

Marketing Manager, Graphic Design, Social Media, Writing, Website Design

The Haunted Game Café - Fort Collins, CO

2009-2016

- Created full color 2-sided brochure (used on website & print), developed surveys, mugs, customer cards (1 is Ouija board), bookmarks, business cards, large format donation check for yearly fundraiser, front door sign, table signs for social media and other use, more.
- Worked to launch a successful game store that passed the decade mark
- Designed and launched MailChimp email marketing program
- Implemented several marketing surveys to help direct marketing & equipment buying efforts
- Wrote Social Media, press releases, blog posts and website articles, video creation

- Created one webpage with links to *all* press articles

Graphics Software:

Adobe Illustrator, InDesign, Photoshop, Website creation (Dreamweaver, HTML, Wordpress, Wix), numerous social media platforms, email marketing (Mail Chimp, Campaigner, Vertical Response), Powerpoint, Quark, Microsoft Office Suite, Mac Office Suite, Google Office Suite, Zoom, screen capture, Adobe Premier Essentials video editing, Final Cut (beginner), iMovie video editing

Education

Earned Digital Marketing Certificate, Spring 2019, Digital Workshop - Fort Collins, CO

Earned Bachelor of Arts (BA) Degree, Radio and Television

(Communications, Writing, Advertising, Film, Video) - San Diego State University, San Diego, CA

UCLA Graphic Design Program (coursework)

Adobe Illustrator, Adobe Photoshop, Typography(2), Color Theory, Website Design, Drawing, Multimedia (Flash, Director), Quark, Project Management - Los Angeles, CA

Website Design (Front End) at Santa Monica Academy of Art (coursework: Dreamweaver) - Los Angeles, CA