

Nancy L. Hopkins

Project Management | Graphic Design | Production

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## EXPERIENCE

SONY PICTURES TELEVISION  
INTERNATIONAL MARKETING  
CULVER CITY, CA

PROJECT MANAGER / SENIOR DESIGNER, March 2005 - April 2010

- Strategized with Marketing Directors to create effective design campaigns
- Developed creative concepts and designed marketing materials for print and web
  - media packaging, key art, DVD menus, marketing launch kits, brochures
  - trade show booth art, logos, trade/consumer ads, sell sheets, premiums
  - evites, email blasts, microsites, newsletters, powerpoint presentations
- Reorganized and managed digital assets on shared server and website
- Managed artwork requests for internal and external clients
- Attended press checks for brochures and collateral material
- Developed relationships with design and print vendors

RHINO ENTERTAINMENT/  
WARNER STRATEGIC MARKETING  
BURBANK, CA

GRAPHIC DESIGNER, April 2001 - March 2004

- Designed and art-directed single CDs, anthologies and boxed sets
- Researched, hired and art-directed outside illustrators
- Negotiated rates with photographers, design and print vendors
- Designed company calendar, monthly newsletter and annual yearbook
- Trained and mentored entry-level personnel

JUNIOR DESIGNER, February 1998 - April 2001

- Redesigned and updated "The Very Best Of" series of single CDs
- Lead designer for youth-oriented music line Kid Rhino, utilizing style guide art and specialty packaging

PRODUCTION ARTIST, November 1996 - February 1998

- Designed budget line of CDs and cassettes
- Input text corrections into layouts

PROOFREADER, March 1995 - November 1996

- Edited, fact-checked and proofread liner notes and all marketing collateral
- Proofed package design, final mechanicals and film

MOVIELINE MAGAZINE  
LOS ANGELES, CA

EDITORIAL PRODUCTION MANAGER, February 1992 - March 1995

- Managed work flow between Editorial and Art departments
- Managed layout and production for publication and promotional presentation
- Provided pre-press instruction and proofing of film and mechanicals
- Designed and produced marketing materials

## SKILLS

COMPUTER

- InDesign • Photoshop • Illustrator • QuarkXPress • Acrobat • Powerpoint • Dreamweaver • Flash • HTML • Excel • Microsoft Word
- Extensive knowledge of print production, pre-press, papers, binding and special packaging

## EDUCATION

UCLA EXTENSION

COMPUTER GRAPHICS CERTIFICATE PROGRAM, 2000 - 2005

UNIVERSITY OF DELAWARE

BACHELOR OF ARTS AND SCIENCES, 1983 - 1987

- Major: English Journalism; Minor: Art History

• portfolio furnished upon request •