



# Bridget C. Gailey

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## PROFESSIONAL EXPERIENCE

### **Bridget Gailey Creative**

1998 - present

Creative Consulting / Graphic Design / Copywriting / Project Management

I provide full-service creative consulting, bringing fresh, clever promotional and marketing campaigns to organizations and individuals. I manage and execute projects from concept through completion, including print collateral, website development, copywriting, identity campaigns, communication plans, and special events. A vigilant and detail-oriented project manager, I design workable schedules, and ensure that projects stay on time and on budget. I have worked with for-profit and non-profit organizations in a variety of fields including education, healthcare, manufacturing, retail, the arts, and publishing.

### **Director of Creative Services**

October 2004 - June 2007

### **Associate Director, Marketing & Communications**

January 2000 - October 2004

Claremont Graduate University, Claremont CA

I provided creative direction and expertise for communication, visibility, branding, and graphic design projects for the university. We focused our efforts primarily on developing comprehensive communications plans for academic programs in order to increase enrollment and visibility. The recruitment campaign that I implemented in 2005/2006 resulted in a 12% increase in applications to the university. While working in MarCom, I was the art director and designer of our alumni magazine, which won several regional and national awards. Other accomplishments include:

- Directing and executing print projects from concept through completion
- Leading major tactical web projects—reorganization, rethinking, rewriting, and redesigning
- Writing and editing copy for marketing materials, advertising, and web pages
- Simultaneously managing multiple projects and client demands, fluctuating priorities, and tight deadlines while maintaining an excellent rapport and sense of humor
- Successfully leading teams of people through conceptualization and collaboration process
- Managing an in-house designer, student interns, and multiple freelance designers, photographers, writers, and vendors
- Coordinating and directing photo shoots
- Creating style guidelines and monitoring for visual and written consistency of messages
- Developing strategies for increased visibility and reaching new and diverse audiences
- Forming excellent relationships across the university and with outside vendors
- Advising clients on how to get the most for their money, particularly with printing
- Making presentations to administrators, staff, and other constituents
- Managing the department budget, central publications budget, and various project budgets

### **Graphic Arts Editor**

September 1996 - January 2000

*The Inland Valley Daily Bulletin*, Ontario, CA

I supervised a team of six designers and graphic artists, responsible for designing Lifestyle, Travel, and Entertainment sections, as well as informational graphics, for a daily newspaper. I participated in collaborative meetings with writers, designers, and editors to determine content and visual direction of pages. This was a deadline-intensive position, in which I successfully managed the workflow of all six designers, while providing encouragement and feedback.



## SKILLS AND QUALIFICATIONS

- Proven ability to successfully manage multiple projects with varying priorities and deadlines
- Excellent writing, editing, and proofreading skills
- Outstanding verbal, interpersonal, and presentation skills
- Extraordinary rapport with clients and coworkers
- Excellent listening, organizational, and problem-solving ability
- Independent and self-motivated, yet extremely collaborative and able to take direction
- A fun and diplomatic nature, with an great sense of humor and ability to handle stress
- A management philosophy that is based on creating a positive work environment and tapping a person's individual potential, while holding them accountable to meet their objectives
- Extensive experience and knowledge of graphic design and print production
- Advanced level: QuarkXpress, InDesign, Photoshop, Illustrator, Acrobat, and Dreamweaver
- Extensive experience using Microsoft Word, PowerPoint, Excel, and Outlook
- Experience with web design and usability, content management systems, HTML, and CSS
- Experience with multimedia, video editing, and preparing media for online use

## PROFESSIONAL APPOINTMENTS/ MEMBERSHIPS

- Chair of the Staff Relations Committee, CGU
- Chair of the Web Advisory Committee, CGU
- Member, AIGA
- Member, American Marketing Association
- Member, University and College Design Association

## EDUCATION

**M.A. in Management**—Concentration in Leadership  
Peter F. Drucker Graduate School of Management, Claremont Graduate University

**B.A. in Visual Communication and Journalism**  
Ohio University, Athens, OH