# ee-dee) Cannann

she/her

- award-winning

unflappable

wordsmith

font nerd

- creative powerhouse

visionary

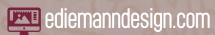
quick learner

critical thinker

- problem-solver

Ask me about winning Employee of the Year!

I have a great sense of humor.
I'm an efficient multi-tasker.
In fact, I thrive under pressure.
I'm self-motivated and love a good challenge.
I use green and orange too much.
In my defense, green and orange are the best colors.











in linkedin.com/in/edie-mann

### creative director at media company

Active Interest Media | Boulder, CO | March 2004-November 2022



















- In my almost two decades with AIM Media, I art directed numerous national consumer magazines, as well as two B2B titles
  - Guided the unique look, feel and visual tone of all titles
  - Designed covers, articles and departments
  - Managed staff on design of publications
  - Acted as primary liaison to both editorial and production departments
  - Simultaneously juggled multiple projects under strict deadlines
  - Researched and found appropriate photography—including cover images—for each issue, staying within strict budget limitations
  - Commissioned illustrations; guided illustrators to desired results
- Additional duties
  - Internal and external marketing collateral (web/social/print)
  - Internal and external advertising design (from concept through fruition, often including copywriting)
  - Sales team support (from media kits to oversized tradeshow displays)

# creative director at marketing agency DM Group | Upper Marlboro, MD | February 1997-October 2003

- Managed three-person art department

- Designed a myriad of marketing projects for clients ranging from nonprofit health organizations to Little Caesars® Pizza
- Wrote marketing copy; proofread and copyedited

#### strengths

- Typography/Color psychology
- Visual hierarchy/Storytelling
- Writing/Copyediting/Proofreading
- Marketing/Audience engagement
- Interpersonal skills/Leadership
- Attention to detail/Work ethic

#### design specialties

- Logo design/Branding
- Page layout (magazines, newsletters, brochures, annual reports, marketing collateral)
- Infographics
- Product showcases
- Dynamic Presentations

#### technical skills

- · Adobe Creative Suite; Microsoft Word & PowerPoint; Google Slides; Asana
- Print: PDF workflow/ file prep/prepress; Digital: exporting to optimal specs
- I taught myself Wix to create my website (and actually enjoyed it!)

#### testimonials

· Read testimonials from coworkers and freelance clients on my website

## **pro bond**

View examples of my pro bono work on my website

#### education

Bachelor's of Art in Media Arts & Design Minor in Technical English James Madison University, Cum Laude

