

Eli B. Henderson

1555 Vernon Ave. Blackfoot, ID 83221

(p) 208.419.3807 (e) hendersonrose@yahoo.com (w) www.elihenderson.com

{Objective}

Increase brand awareness and improve the experience of guests and potential clients through high-quality print and digital marketing materials.

{Experience}

Freelance Artist– www.EliHenderson.com

Potter & Graphic Designer – 1994 - Present

Created over 5k hand-made ceramic roses for local Hospices over since 1994.

Designed large format, print, radio and digital marketing materials for local and national companies. Go to www.EliHenderson.com to view my online portfolio.

Bingham Memorial Hospital – Blackfoot, ID – www.BinghamMemorial.org

Artistic Coordinator & Graphic Designer – February 2010 - Present

As artistic lead, collaborated with other team members to develop compelling and consistent advertising, marketing communications, and public relations programs to unify internal and community messages for over fifty unique physician offices and specialties. Developed a file taxonomy that streamlined ordering promotional items and printed materials from trusted vendors. Administered the service of three major newspapers, close to fifty billboards, multiple digital outlets, and the physical signage on the hospital campus and ten other clinic locations.

MLT Group Advertising and Marketing – Rochester, MN – MLTgroup.com

Project Manager / Lead Print Design Specialist – October 2008 - February 2010

Managed 90% of workflow of a three-quarter million dollar marketing firm through regular communication with clients and the sales team as well as headed the consultation and design related to all print projects, large or small.

Laramie Boomerang - Laramie, WY – www.LaramieBoomerang.com

Graphic Designer – August 2006 - May 2008

Designed over \$50K worth of print ads per month, maintained the website through two major upgrades, supervised an essential production team and was named employee of the year by coworkers.

{Education}

B.S. in Marketing/Management with a Spanish Minor – December 2005

Finished education without student loans through hard work and scholarships.

{Technical Skills}

Illustrator, Photoshop, InDesign, Dreamweaver, Quark, MS applications, multiple website Content Management Systems, and the aptitude to learn more.

{Select Activities}

Fluent in Spanish

Served a two-year LDS mission in México from 2000 to 2002

Volunteered time and support to Orphanage Support Services Organization (OSSO) in Quito, Ecuador (Spring 2006) and to AHOPE (ahopeforchildren.org) in Addis Ababa, Ethiopia(Spring 2008)