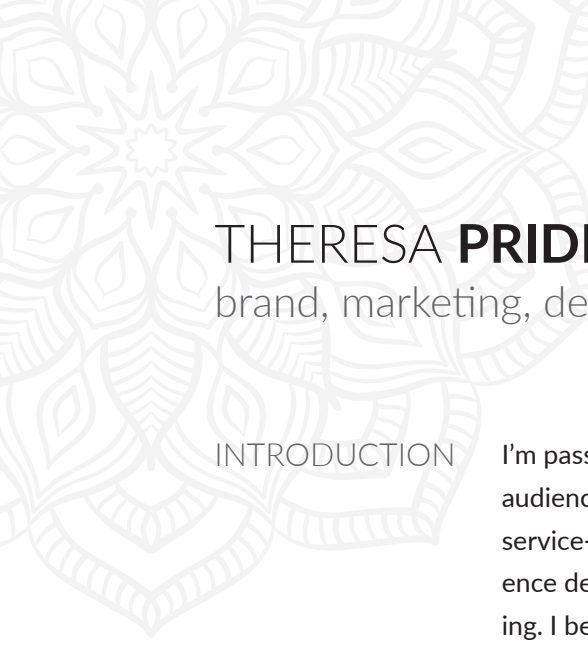




THERESA PRIDEMORE

brand, marketing, design

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INTRODUCTION

I'm passionate about creating clear and compelling communication that speaks to a global audience. I have over 20 years in web design and development with clients ranging from service-based businesses to non-profit organizations. My work also includes user experience design, brand creation, design of print collateral, project management, and copywriting. I believe in deep listening and co-creation, both with teammates and with clients. I am always eager to improve my work and find teamwork stimulating.

SKILLS

Marketing, Copywriting, Branding, Web Design, UI & UX Design, Print Design, Adobe Suite, WordPress, Wireframing, Canva, ActiveCampaign, Project Management, Video Editing, Photography, Illustration, Client Communication, Basic CSS & HTML

EXPERIENCE

**Marketing Manager, Brand Manager, Graphic Designer, Web Designer; Part Time Position
*Dill Ward Group (December 2021 to Present)***

My current position includes marketing management, social media management, brand management, and design work for two companies: Dill Ward Group, a heart-led real estate company and Women with Moxie, a national networking group for women in business.

**Brand & Marketing Coach, Web Designer; Owner
*Sovereign Spirit LLC (October 2016 to Present)***

I work occasionally as a communications consultant and web specialist who guides holistic and empathic business owners in how to rock their web presence, expand their love-led mission, and strengthen their financial foundation through the creation of powerful brands and online communications.

**Web Designer & Marketing Consultant; Owner
*Cogflower Creative (January 2006 to October 2016)***

Helped holistic entrepreneurs, leading-edge creatives, and organizations achieve their business passions through mentorship, brand strategy, and the creation of online materials and products. Emphasis on web-based solutions, including content management systems such as Wordpress and Drupal.

**Web & Interactive Designer
*Visionary Networks (January 2011 to March 2012)***

Conceptualized and designed interactive experiences for web and mobile devices. Included creation of websites, games, interactive modules, ads, and email newsletters. Provided user interaction consulting and design. Helped to design and build a major Drupal site.

Web Designer & Developer; Contract

FunnyMonkey (May 2010 to January 2011)

Contract position working on client Drupal sites. Included theme and design work.

Web, Interactive, & Print Designer

Curiosity Group (November 2002 to October 2005)

Conceptualized and executed design strategies for websites, email, and other online campaigns. Worked in a variety of other areas including print, studio photography, printable craft projects, animated demos, interactive tools, and user experience.

Webmaster

PhotoArts Imaging Professionals, LLC (February 2002 to November 2002)

Created, maintained, and oversaw training of employees in maintenance of online web presence for a photo supply retailer and gallery. Implemented shopping cart software, maintained product database, and photographed extensive catalog of products.

User Interface Artist; Internship

LucasArts (May 2000 to August 2000)

Designed user interface screens for Nintendo 64 game, "Battle for Naboo" during a three month paid internship.

Print & Web Designer

University of Southern Mississippi (October 1998 to May 2000)

Created presentation materials for university faculty and staff; designed various print materials. Advanced to Web Designer position; created and maintained over fifteen sites during tenure. Implemented a systemized strategy for professional interaction with university clients.

Computer Services Coordinator

FedEx Kinkos (March 1997 to August 1999)

Designed brochures, business cards, letterhead, resumes, and other business materials and closely monitored incoming projects.

EDUCATION

The University of Southern Mississippi

B.F.A. in Art, Emphasis in Graphic Communication (1997 to 2001)

Magna Cum Laude, Graduated with Senior Honors.

PROJECTS

The Portland Tarot (2013)

A 23-card Major Arcana deck featuring Portland people and concepts.

The Sovereign Oracle (2018)

A 93-card deck designed for creative problem-solving and inspiration.