

# FAYE MOYER

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9 Dartmouth Road, Andover, Massachusetts | 978.273.6238 | fkmoyer@verizon.net | Portfolio: [www.fkmdesign.com](http://www.fkmdesign.com)

## MARKETING MANAGER / SENIOR GRAPHIC DESIGNER

Brand Strategy & Brand Management • Creative Direction • Packaging & Product Design • Catalog Development • Trade Show Marketing Campaign Development • Product Marketing • Competitive Analysis • Print Production & Vendor Management • Digital Marketing

Creative professional with 25+ years of experience designing branding, packaging, catalogs, and marketing materials for print and digital media. Experienced in leading rebrands, developing packaging concepts, and producing high-impact creative that supports product marketing and retail presentation. Skilled in collaborating with marketing teams, production departments, and vendors to bring design concepts from idea through final production.

## AREAS OF EXPERTISE

- Brand Identity & Logo Design
- Catalog & Publication Design
- Marketing Collateral & Sales Materials
- Screen Print Artwork & Color Separations
- Packaging & Product Design
- Trade Show & Environmental Graphics
- Print Production & Prepress
- Vendor & Production Coordination

## TECHNICAL SKILLS

- Adobe Creative Suite (InDesign, Illustrator, Photoshop, Acrobat)
- CorelDRAW | Corel Paint
- Salesforce | Hubspot | Accumatica
- WordPress | HTML | CSS
- Microsoft 365 (Word, Excel, PowerPoint)
- Mac & PC Platforms

## SELECTED ACHIEVEMENTS

- Led the full rebrand of Packaging Specialties, creating a new logo, brand standards, website design, and multiple product catalogs.
- Designed custom retail packaging and collaborated with overseas mills to develop four-color packaging programs.
- Created catalog layouts and product marketing materials used by sales teams and distributors.
- Produced screen print artwork and color separations for apparel and promotional products.
- Contributed to the 2019 rebrand of 3Step Sports, supporting youth sports leagues and tournament marketing.

## PROFESSIONAL EXPERIENCE

**MARKETING MANAGER (PROMOTED)** | Packaging Specialties | Newburyport, MA | February 2023 - Present

- Led the company's brand transformation following acquisition, developing a new logo, brand standards, website design, and multiple product catalogs.
- Designed packaging graphics, marketing collateral, and trade show materials supporting retail and distributor sales.
- Managed creative development for catalogs, packaging programs, sales flyers, and marketing materials.
- Designed graphics for trade show displays and booth materials.
- Supported product launches by developing packaging graphics and catalog updates.

**GRAPHIC DESIGNER** | Packaging Specialties | Newburyport, MA | February 2022 - February 2023

- Designed graphics and mock-ups for custom retail packaging programs.
- Collaborated with overseas mills to develop fully custom four-color packaging, communicating specifications and supplying production-ready artwork.
- Coordinated proofs and printing plates for ink, hot stamp, and silk-screen production.

**MARKETING MANAGER/DESIGNER** | MNC Screenprinting | Groveland, MA | May 2020 - February 2022

- Helped launch a start-up screen printing company by designing branding, apparel graphics, marketing materials, and website content.
- Developed artwork and promotional graphics for screen printed apparel.

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## **GRAPHIC DESIGNER** | 3Step Sports, LLC | Wilmington, MA | April 2019 - September 2020

- Designed apparel graphics, team logos, and color separations for screen printing.
- Produced marketing materials for youth sports leagues, tournaments, and events.
- Developed online stores for team uniforms and promotional apparel.
- Contributed to the company's 2019 brand refresh.

## **CONTRACT WEB DESIGNER** | Techevolution | Lynn, MA | June 2010 - Present

- Collaborated with Techevolution and its web hosting clients to design and develop WordPress websites.
- Updated and maintained client websites by implementing changes to existing HTML and WordPress sites.

## **ART DIRECTOR > SENIOR ART DIRECTOR (PROMOTED)** | Recourse Communications, Inc. | Beverly, MA | May 2000 - March 2019

- Led creative development for print and digital marketing campaigns across multiple industries.
- Designed catalogs, brochures, branding systems, and marketing collateral for client campaigns.
- Managed vendor relationships and coordinated print production with vendors across the U.S. and Canada.
- Helped implement design and production best practices across departments.

## **GRAPHIC DESIGNER** | Community Newspaper Company | Needham, MA | October 1995 - February 2000

- Designed retail advertising in a fast-paced newspaper production environment.
- Managed layout and production of real estate advertising for *The Tab*.
- Created banner ads and digital graphics for *Wicked Local* websites.

## **INTERN** | TYPRO | Reading, MA | February 1990

## **INTERN** | Eagle Tribune | North Andover, MA | February 1989

## **EDUCATION**

### **BACHELOR OF FINE ARTS** - Graphic Design | University of Massachusetts Lowell | February 1992 - May 1995

### **ASSOCIATE OF SCIENCE** - Commercial Art | Endicott College | August 1988 - May 1990