

# Maria Schwartz

## Education

**M.B.A., Masters in Business Administration**

2005–2008 | GPA: 3.7

University of Phoenix, Online

- Strategic implementation and alignment
- Managerial decision making
- Resource optimization
- Strategies for competitive advantage
- International business relations

**B.S., Business Administration and Computer Science**

2000–2004 | GPA: 3.6

Towson State University, Maryland

*Graphic Design Concentration*

- Art Honor Society Award
- Academic Excellence Certificate

## Experience

**ABC Imaging**

08/2006–09/2008

*Marketing Coordinator/Graphic Designer*

### Marketing Coordinator

- Organized and oversaw ABC's 25th anniversary client party with 230 invitees
- Assisted in planning of several corporate events including annual picnic and end of year party
- Coordinated with multiple departments to ensure marketing materials were produced and distributed to company shops on time
- Communicated with shop managers and sales team at 17 locations about upcoming events and corporate changes
- Collaborated with sales team in development and distribution of direct mail pieces, marketing materials and client proposals utilizing consistent branding

### Graphic Designer

- Developed corporate branding packages for 6 clients
- Created 4 tradeshow displays, including ABC's display for Construction Expo
- Coordinated and oversaw production of other displays from prepress to client
- Redesigned corporate website and received merit based bonus for the effort
- Collaborated with design team and programmers to produce and maintain website, in-store promotional pieces, and collateral
- Conducted market research on current trends and future opportunities for ABC Imaging's products and services
- Designed window displays for 17 stores to communicate consistent brand image
- Assisted multiple store locations and departments including HR, Offset, Sales, Accounting, Grand Format and others in consistent branding and marketing efforts
- Conceptualized and designed dynamic power point presentations and proposals for medium to high profile clients

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## Visual Data Systems

06/2005-11/2005

*Jr. Graphic Designer*

Created and touched up images using Adobe Photoshop  
Developed, logos, illustrations and edited maps using CS2  
Redesigned websites for two new clients and maintained existing client's websites  
Trained 3+ clients in use of Contribute application  
Designed 15 promotional website templates  
Collaborated with developers using HTML and JavaScript to improve website functionality  
Archived and maintained files on server  
Coordinated with printers and media on production and promotion of marketing materials  
Conceptualized, designed and implemented everything from logo and animated ads to overall product look for a MyBrochure product

## Freelance Corporate Branding

### Eurodeli

02/2002–Present

Eurodeli is a Russian specialty deli located in Owings Mills, Maryland  
Conceptualized and designed logo, corporate package, and website in collaboration with CEO  
Independently photographed, edited and designed seasonal promo pieces and website ads  
Conducted market research and analysis on trends and competitors  
Assisted with the development, implementation of marketing strategies, POS materials and brochures, and direct mail pieces  
Corporate website: [www.eurodeli.net](http://www.eurodeli.net)

### North Oaks Retirement Community

2008–Present

Work with client on design and development of various seasonal and internal advertisements, flyers, and promotional materials

### CMC Repro

01/2007-Present

Redesigned logo and stationery package  
Conceptualized, designed, and coordinated through production unique direct mail postcards  
Developed magazine ads and trade show booth display  
Assisted in development and promotion of sell sheets  
Currently working on redesign of corporate website

## Other freelance clients:

IONA Concepts  
The Krewe of Louisiana  
Sister 2 Sister  
Bikinis bar & grill  
FTI Consulting Group

A&H Consulting, LLC  
MedAdvise  
Direct Care  
Monument Wealth  
Jolie

Hamilton Enterprises, LLC  
Apollo Transportation  
Perfectfit Eye Wear  
Maryland Web Group  
Flowers by GiMi

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## Activities

### Art Class (private)

02/2001–11/2005

*Art Instructor and Coordinator*

I organized two Saturday art/craft classes at my parent's house. Russian families with kids ages 4-15 was the targeted market segment reached by advertising in Russian newspapers. Classes were taught predominantly in English with a few students receiving Russian instructions to improve and retain the language per parent's requests. Each class had 8-10 students enabling me to work with students individually and in group settings to improve their skills and abilities. I developed yearly curriculums, planned and achieved yearly goals, and organized field trips to lakes and art museums. Students were taught the basics of drawing, painting, art history and usage of artistic tools.

### PlaytimePiano

01/2001–11/2005

*Music Instructor*

I started teaching for PlaytimePiano, a family owned piano instruction company, because I really enjoyed and supported their methods of teaching. I traveled to client's homes to provide private piano lessons to kids ages 5-15. I taught students various playing techniques using hearing and cognitive games. Students were also presented with musical concepts, materials for learning, and practice routines. After 3 years I started organizing my own thematic recitals in addition to those provided by PlaytimePiano.

## Skills

### Software

Proficient with Windows and Mac operating systems

Adobe CS2/CS3 suite: InDesign, Photoshop, Illustrator, ImageReady, Acrobat, Dreamweaver, Fireworks, Flash, Aftereffects, and QuarkExpress

Microsoft office: Excel, Outlook, PowerPoint, Publisher and Word

Web Design: Html, CSS, and Contribute

### Personal

Detail oriented with great time and project management skills

Excellent analytical, organizational, and prioritization skills

Great written and verbal communication skills

Strategic leadership and decision-making

International business relations and marketing strategies

Market segmentation, performance measures and risk management skills

## Interests

### Art | Music

Painting, illustration, art history, cultures, piano, guitar, dancing

### Languages

Russian: Fluent

Spanish: Intermediate