

SHARON POTTER
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A unique combination of skills -- with experience as Production Manager, Account Executive, Graphic Artist as well as corporate Marketing Manager. Dedicated direct mail experience for top name clients. Healthcare and retail agency experience. Extremely detail-oriented delivering consistent quality on time and on budget. Highly skilled at creating efficient process & procedures. A history of building strong relationships with both external partners and internal team members.

ASPEN MARKETING, West Chicago
Senior Production Manager (9/06 – 12/08)

Clients: AT&T and Qwest

- Managed high-volume, complex direct mail campaigns for demanding telecom clients.
- Responsible for all aspects of production process including bidding, estimating, proofing, press color checks, mailing/data instructions, postage tracking and final cost recaps.
- Managed production of B-to-B catalogs, involving extensive color accuracy checks.
- Recognized as an Aspen “All Star” employee.
- Built strong relationships with print and mail house vendors as well as creative and account teams.
- Called on to manage production for new client and did so flawlessly while developing customized process.
- Created Process & Procedures Manual for AT&T production.

DDB/Chicago

Print Producer (8/05 – 9/06)

Clients: Chicago Tribune and The Home Depot

- Partnered with creative team to find innovative formats that still worked within budget constraints.
- Instrumental in development of integrated marketing program for Home Depot including collateral, direct mail and in-store materials.
- Managed weekly Chicago Tribune customer acquisition & retention mailings.

WILLIAMS LABADIE (Healthcare Agency), Chicago

Production Manager (11/02 – 6/04)

Clients: Smith & Nephew and Fujisawa

- Produced wide variety of material for pharmaceutical clients including innovative direct mail, collateral, product catalogs, cd-roms, signage, as well as sourcing promotional items.
- Created and presented a series of production seminars to educate agency team.

ASPEN MARKETING, West Chicago

Senior Account Executive (10/00 – 4/02)

Clients: AT&T/SBC, American Cancer Society, Grainger and General Motors

- Partnered with clients to coordinate marketing plans through production execution.

THE WEINSTEIN ORGANIZATION, Chicago

Senior Account Executive/Production Manager (8/99 – 10/00)

Clients: Zurich, Driehaus Capital Mgmt, PrimeCo and the AMA

- Managed all phases -- from developing marketing strategy to briefing creative teams to production.

(Continued)

AT&T (Ameritech), Hoffman Estates

Marketing Communications Consultant (12/97 – 6/99)

- Directed ad agencies through creative strategy and execution working with product marketing teams.
- Developed marketing segmentation strategies and oversaw complex testing scenarios.
- Facilitated legal/regulatory review of materials.

GRAPHIC ARTIST (freelance)

- Developed variety of materials including print ads, direct mail, newsletters, collateral -- from concept to print-ready files for numerous agencies and corporate clients.

IMPACT (FCB's Promotion Agency), Chicago

Studio Manager (3/95 – 6/96)

- Hired to establish the structure and manage graphic studio supporting Impact's largest account, Citibank.
- Hired and managed workflow for 3-5 production artists. Also responsible for QC and proofing.

TIME WARNER, Chicago

Account Executive (2/93 – 3/95)

- Advertising sales for Parenting and Baby Talk magazines. Worked with agency media groups and directly with corporate clients.

FCB, Chicago

Assistant Account Executive (8/91 – 2/93)

Clients: Diners Club, Zenith and SC Johnson

- Assisted in developing and executing marketing plans. Responsible for client billing.

FCB, Chicago

Intern/Floater (Summers '82 – '91)

- Worked in virtually every department of agency as needed.

EDUCATION:

Bachelor of Science, Marketing – Northern Illinois University

Harrington College of Design

Mac University

COMPUTER SKILLS:

Proficient in Microsoft Word, Excel & Power Point, Filemaker Pro, Access, Adobe Acrobat, QuarkXpress.

Familiar with Adobe Photoshop, Illustrator and InDesign.

REFERENCES:

Available upon request.