

annemitchelson

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PROFILE

Results-oriented designer and developer with a strong background in sales and marketing . Holistic approach with a primary focus on achieving business goals.

SKILLS

Business Skills

- Project & Brand Management
- Team Leadership
- Strategic Planning
- Quantitative Analysis

Design & Development Skills

- Graphic & Website Design
- Website Development: html, css, php, javascript, CMS Joomla
- Marketing Collateral
- Presentations

Technical Skills

- Photoshop, Illustrator, InDesign
- Dreamweaver
- Flash, Acrobat
- Powerpoint, Word, Excel

EXPERIENCE

Graphic/ Web Design and Development Business Owner

Developing creative strategies, building client partnerships, and providing comprehensive design and development solutions. Managing all aspects of the design process from concept to implementation. Client base includes non-profits, athletic events, education, restaurants, business services and more.

Anne Mitchelson Design

Sales and Marketing Professional

Successful track record over a 12 year career in sales and marketing, consistently advancing to positions of higher responsibility and authority.

Procter & Gamble Inc

- **Team Leadership - National Retail Team Manager** (2000 - 2002)
Led national retail sales team of 34 people, with responsibility for \$55M sales. Defined business strategies, nurtured client relations, and provided team direction.
- **Brand Management - National Category Manager** (1995 - 1997)
Designed and implemented a national marketing plan for cosmetics brand, tailored to meet the needs of different retail channels. Achieved a record year with 12% sales growth.
- **Account Management - National Account Manager** (1993 - 1995, 1997-2000)
Built and leveraged strong customer partnerships to drive growth. Earned preferred vendor status at #1 account and delivered 15% sales growth.
- **Project Management - Project Manager** (1992 - 1993)
Developed a national marketing plan for launching new skin care products to market. Plan included sampling, display collateral, and promotions. Achieved target 25% share of market.

EDUCATION

Business Marketing Design and Web Design & Development - Advanced Certificate

Sessions School of Design, New York, NY USA - 2008

Sales and Marketing Leadership - Corporate Training Program

Procter & Gamble, Toronto, ON, Canada - 2000

Bachelor of Business Administration, Marketing Concentration

York University, Toronto, ON, Canada - 1990