

EXPERTISE:



- Operations Management
- User Interface Design
- Database Development
- Creative Director
- Graphic Designer
- Project Manager

BACKGROUND:



BizDat, Inc. (Madison, WI)
1998 - Vice President / Co-founder

BizDat is a private equity company that provides services and solutions to help organizations collaborate in private networks.



Portfolio: Kraft Foods, UW Hospital, Springs Industries, United Way, WAPC & WI Perinatal Foundation



Responsibilities: Finance / Project Management Systems, Creative Production, Design, Artwork, Workgroup Database Development, Web Design



Achievements:

- Co-founded the company / Manage operations
- Co-designed software for workgroup / intranet products
- Develop brand creative (i.e., BizDat, Kraft eWork, etc.)
- Provide quality control, maintain consistency, and direct development for all BizDat products (i.e., PowerGroups, BizDat Networks, workgroup solutions)



Woodland Communications, Inc. (Madison, WI)
1985 - President / Owner

Woodland is a sales and marketing communications company providing print materials, promotion campaigns, multimedia presentations, workgroup database, and web development solutions.



Portfolio: Oscar Mayer Foods, Kraft Foods, Philip Morris, Louis Rich, Claussen, Louis Kemp, Campbell Soup, Demco, Miami Herald, Starnine Communications plus tie-in promos with NFL, NBA, SEGA, Nickelodeon, Olympics.



Responsibilities: Business Management, Creative Direction, Graphic Design, Photography, Slide Presentations, Database, Web / Intranet Development



Achievements:



- Skilled with most major graphics software since 1985
- Consistently rated 'most creative / cutting edge' promotion agency by Oscar Mayer marketing staff.
- First in nation to offer digital printing, first in Madison to produce desktop color separations.
- Developed database management system & managed annual updates of customer profiles for Philip Morris.



Art Directions / Freelance (Madison, WI)

1977 - 1985 - Art Director / Designer

Art Directions was a local advertising agency serving regional and national accounts. Cindy worked as a designer and later left to become a freelance art director for several local agencies.



Portfolio: CUNA, Saranac, Nicolet, Kimberly-Clarke, Sycom, LaBelle



Responsibilities: Art Director, Design, Production



Achievements:

- Commercial Art Degree, MATC