






Ingrid Reslmaier

PROFESSIONAL SUMMARY

Innovative graphic design and integrated marketing professional, highly skilled in the strategy, development and implementation of revenue-driving creative solutions across major consumer categories and media platforms.

CONTACT

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EDUCATION

Bachelor of Science, Siena College

PROFICIENCIES

- InDesign
- Photoshop
- Illustrator
- Dreamweaver
- Word
- Excel
- Powerpoint
- Keynote

ASSOCIATIONS

- AWNY (Advertising Women of NY)
- Kolping Society

SPECIAL SKILLS

- German (near fluency)
- French (conversational)

AWARDS

- 2012 Kolping Distinguished Service
- 2008 Publisher's Award (*Bonnier Corp*)
- 1998 AWNY President's Award for Outstanding Contribution
- 1998 CEO's Award (*Petersen Publishing*)

WORK EXPERIENCE

MARIASCH STUDIOS

Production Manager/Graphic Designer/Marketer (2018-present)

- Manage a workforce of 6 to 8 team members in the production department by preparing design work to be printed on all products.
- Responsible for all aspects of creating the highest quality merchandise and meeting customer demands.
- Communicate with customers and representatives regarding custom design work and projects; work closely with management to create new designs.
- Responsible for website content management and bi-weekly eblast creation.

BONNIER CORPORATION

Creative Services Director, Marketing Design (2006-2018)

- Executed creative materials, including: sales promotion materials; invitations; premiums; micro sites; social media posts; sell sheets; presentations, e-newsletters; digital ads; logos; and event signage to market the following brands: *Field & Stream*; *Outdoor Life*; *Saveur*; *Popular Science*; *Popular Photography*; and *American Photo*.
- Recruited, hired, and managed a team of print and digital graphic designers
- Integral to the development and execution of revenue-driving integrated marketing programs custom created to deliver on advertisers' specific KPIs and leveraging all media and marketing platforms including: web, social, print, experiential, etc.
- Worked within established budget guidelines and managed costs for all projects while maintaining production schedules within a deadline-oriented department.
- Worked closely with the CEO in the preparation of internal, company-wide communications.
- Conceptualized, developed, and implemented a series of new processes specifically designed to streamline workflow and improve efficiencies.
- Developed and fostered business-focused internal and external relationships involving: vendors, photographers, graphic design freelancers, editors, researchers, corporate, as well as copywriters and content contributors.

TIME INC.

Marketing Designer (2001-2006)

- Conceptualized and designed revenue-generating advertorials, custom publications, sales materials and event collateral.

EMAP-PETERSEN (1995-2001)

- **Art Director, Portable Computing Magazine.** Worked closely with photographers and illustrators in producing and art directing.
- **Senior Graphic Designer, Teen Magazine.** Collaborated with sales and marketing in the production of sales materials, advertorials, premiums, logos, and event signage.
- **Graphic Designer, Creative Services.** Served as graphic designer for a London-based media company with a portfolio of more than 130 special interest magazines, including *Motor Trend*, *Hot Rod*, *Teen*, *Sport*, and *Photographic*.

OTHER EMPLOYMENT: The McGraw-Hill Companies; Trans World Airlines, Inc.; New York State Department of Law