



# resumé

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## DESIGN SKILLS

• **Brochureware:**  
cutsheet, brochures,  
case studies

• **Identity systems:**  
logo and letterhead design,  
color palettes, templates

• **Event materials:**  
invitations, posters,  
promotional items,  
booth and display graphics

**Other marketing materials:**  
newsletters, ads, annual reports,  
presentations, direct mail,  
information graphics,  
web ads

## STRENGTHS

- committed to delivering more than is expected
- dedicated to producing high-quality work on deadline
  - adept at building relationships with diverse populations
  - driven to developing workgroups based on teamwork and mutual respect

## TECHNICAL SKILLS

Adobe Creative Cloud  
Applications (InDesign,  
Illustrator, Photoshop, etc.)

Microsoft Office  
Mac OSX

## WORK EXPERIENCE

**Closer to Eden LLC, Wyncote, PA**  
Owner/Designer

05/05–present

- Currently operating a freelance design business to provide design consultation and layout services to corporate, small business, and non-profit organizations. Clients have included Attain, Avaya, Cisco, Cognizant, Dropbox, Habitat for Humanity, HP, IBM, Loudon Abused Women's Shelter, Oracle, PMSI, Ronald McDonald House, and Unify (previously Siemens).

**Congregation Adath Jeshurun, Elkins Park, PA**  
Graphic Designer/Publicity Coordinator

07/09–present

- On a part-time basis, responsibilities include: Design of logos, ads, brochures, flyers, certificates, etc., for internal groups (Preschool, Religious School, etc.); coordination with constituent groups to develop event materials including flyers, posters, outside signs, email blasts, programs, invitations, etc.; design and layout of printed newsletter and weekly email; and maintenance of website.

**KPMG Consulting/BearingPoint, Radnor, PA**  
U.S. Creative Services Manager, Marketing

04/01–05/05

### Key Accomplishments:

- Managed an ongoing collateral pipeline of 60 to 80 projects; completed 160 marketing pieces annually with four full-time staff and several outsourced resources. Also supported the creative needs of 125 events, managed several video projects and provided production of 150 ad placements.
- Provided creative direction for BearingPoint's Global Brand Program and partnership with Forbes, Inc.: developed event materials for all global C-level forums and provided art direction for the BearingPoint corporate magazine, *Business Empowered*.

### Responsibilities:

- Led the U.S. in-house design team and numerous external resources to produce various marketing materials. Was responsible for:
  - Assigning incoming projects, including collateral and conference materials, to editorial and design resources
  - Providing art direction to maximize creativity while maintaining corporate guidelines and cost efficiency
  - Reviewing all global collateral materials for brand consistency and design
  - Managing resources (image bank, logos, templates, collateral files, etc.) and distributing them to all global marketing groups
  - Developing policies and procedures for design of collateral
  - Designing special high-visibility projects
- Played a key role in the rebranding process when KPMG Consulting, Inc. changed its name to BearingPoint, Inc. in October, 2002. Was responsible for:
  - Developing the basic visual identity, including fonts and color palettes
  - Liaisoning with agencies to develop standard collateral templates and stationery
  - Working with editorial staff to rebrand all collateral
  - Creating Corporate Identity Guidelines, including two volumes: one for professional staff and one for design professionals. Guidelines included policies and procedures for using all firm templates, logos, color palettes, fonts, etc.
  - Designing launch-day collateral and promotional items

WORK EXPERIENCE (continued)

**KPMG LLP, Radnor, PA**

11/91-04/01

Graphics Coordinator, Midatlantic Region

- Began as the initial designer serving a team of 80 consultants and developed, over a nine-year period, a six-member, full-service design team supporting over 600 consultants of the Radnor office. Developed a reputation as a “can-do-anything” team, ready and able to tackle a wide variety of projects with creativity, speed and a sense of humor. Responsibilities included:
  - Hiring, training and mentoring of designers
  - Managing the flow of work to design team to meet tight deadlines
  - Providing art direction for marketing materials and consultant work products
  - Producing marketing collateral, newsletters, conference/trade show materials, presentations and proposals
  - Developing department guidelines
  - Guiding the MidAtlantic Region in design direction and development

EDUCATION

**American Institute of Design**

Philadelphia, PA

A.S.—Specialized Technology  
Major: Architectural Drafting and Design

**Temple University**

Philadelphia, PA

B.A.—Sociology, Summa Cum Laude  
A.S.—Criminal Justice

AWARDS

BearingPoint, Inc. Marketing Department Awards, 2003, for work on Core Rebranding Team

KPMG Consulting, Inc. Marketing Department Awards, 2002: “Best Role Model”

Neographics “Power of Print” Competition 1998: Best of Category (Pocket Folder)

Temple University President’s Scholar (3.85 g.p.a.)

A.I.D.D. National Drafting Competition: First Place, Civil Division

American Institute of Design Director’s Awards for Excellence in Presentation and Technical Drawing

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**ADDITIONAL SKILLS**

- Experienced at handling a job from conception to delivery, including developing themes, executing design and producing finished product
- Excellent at adding value to client’s work by suggesting alternatives and noticing content discrepancies
- Comfortable with designing materials that follow corporate identity systems
- Comfortable interfacing with a variety of corporate groups from CEO level to mailroom, including marketing and event professionals
- Experienced with working with vendors, stock photo companies and service bureaus