

Kelly Chase

Production Manager
Graphic Designer/Web Designer

PROFILE

Ten years of experience as a Production Manager and Graphic Designer. Experience in scheduling, managing and executing multiple projects simultaneously. Excellent time management and organizational skills. Ability to manage timelines and personnel to deliver projects on time and within budget. Able to work independently or be part of a team. A solid understanding of the digital environment. Comprehensive experience in design and layout. High attention to detail. Advanced computer skills on both Mac and PC platforms.

WORK EXPERIENCE

The Added Edge, Johannesburg, South Africa

Freelance Web Designer, December 2009 to Present

- Build and maintain strong client relationships with new and existing clients.
- Develop accurate and detailed project plans for multiple clients.
- **Web Design - K.B. Davies (Pvt) Ltd (Forklift Africa), Bulawayo, Zimbabwe**
 - Developed and designed a new website for the client
 - Established an online presence and increased vehicle sales by increasing client exposure throughout Southern Africa - resulting in a 30% increase in sales volume
- **Production Manager, Graphic Designer - While You Wait, Toronto, Canada**
 - Manage the production of this monthly publication
 - Responsible for the layout and design
 - Design new artwork and liaise with Advertiser's for approval
 - Transmit print-ready files to the external printer, approve proofs, and perform press checks
- **Production Manager, Graphic Designer - Flynn Canada, Toronto, Canada**
 - Oversee the production of the Flynn Flash, a quarterly publication
 - Advise on improving the quality of editorial and images supplied
 - Control the flow of work through the various departments to ensure that deadlines are met
 - Responsible for the layout and design
 - Sign-off on proofs and attend press checks

Production Manager, Graphic Designer/Web Designer

Canadian Association Publishers, Toronto, Canada, January 2003 to December 2010

Project Management Skills

- Schedule, develop and manage execution of project timelines, reporting to Publisher
- Manage production of multiple quarterly magazines; including Architectural Profiles, Perspectives, Pets Quarterly, Mental Notes and Extreme Magazine
- Responsible for managing all aspects of creative process; including art direction, picture selection, freelance contributors and other resources
- Oversee projects to ensure deadlines are met, and kept on budget
- Maintain quality control across production lifecycle; including checking all type and colour proofs, maintenance of required reproduction standards and supervising press checks
- Manage proofing, sign off process with external printers.

- Initiate brainstorm sessions for new projects and participate in the development of new ideas/programs
- Identify and develop new business opportunities within the company

Design and Creative Skills

- Design and layout of covers and inside pages of each publication
- Completed a re-design of Perspectives magazine, approved by the committee of the Ontario Architects Association
- Developed and launched two new publications; Architectural Profiles and Mental Notes, including logo design, media kits and layout design
- Developed and designed supporting website for four magazines, establishing an online presence, increasing new subscription rate by 31%
- Managed the maintenance and updates for each magazine's website

Production Manager, Graphic Designer

Canadian Process Equipment & Control News, Toronto, Canada, 2001 to 2002

- Managed the production of Canadian Process Equipment & Control News (a bi-monthly industry publication).
- Design and layout of covers and inside pages the publication.

Personal Assistant to Managing Partner

Ra Ora-Haunui Partnership, Auckland, New Zealand, 1999-2000

- Client relationship management, industry research, record keeping for management decisions. Reported directly to the Managing Partner/Owner
- Account management, including invoicing, collection, banking, preparing monthly reports for the Accountant

EDUCATION

Tertiary Education

- **Website Designer (E-commerce) Diploma - Honours**
Toronto School Of Business, Toronto, Canada, 2001

University Education

- **Bachelor of Commerce: Accounting and Economics**
UNISA (University of South Africa), Pretoria, South Africa, 2000

Secondary Education

- **Girls' College, Zimbabwe, 1995**
GCSE Advanced (A) Level (Accounting, Mathematics, Geography)
- **Girls' College, Zimbabwe, 1993**
GCSE Ordinary (O) Level (Accounting, Mathematics, Additional Mathematics, Geography, English Language, History, French, Science, Combined Science, Ordinary Combined Science, Domestic Science)

OTHER SKILLS AND COMPETENCIES

The following skills and competencies highlight my strengths and my potential to add value:

- Ability to manage multiple projects and work with tight and aggressive deadlines

- Ability to prioritize multiple tasks with minimum guidance
- Ability to deliver under pressure
- High attention to detail and a great work ethic
- Good problem solving skills
- Ability to conceptualize solutions to meet client requirements
- Have fantastic communication and interpersonal skills
- Exceptional organizational and time management skills

PERSONAL INTERESTS

- Competitive runner – member of Nedbank Running Club
- Enjoy traveling to diverse destinations; including Thailand, Egypt, New Zealand, Portugal, Mexico, Zanzibar, Australia
- Avid Photographer
- Wine enthusiast

REFERENCES

Available on request

CONTACT DETAILS

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