

Kim Schlossberg Resume

Professional Experience

Kim Schlossberg Designs

Owner, designer, writer

May 2002 – present

Kim Schlossberg Designs is a full-service design and marketing firm, providing strategic planning, execution and coordination of graphic design, writing and editing, and website design and development.

Services include design and writing (for print and on-line), development of corporate identity and branding, marketing communications programs, marketing collateral, message development, technical writing and proposal enhancement, and production and distribution of all projects.

We work on projects of all sizes, from individual postcards to comprehensive marketing campaigns and websites. The firm team includes a comprehensive mix of experienced professionals to provide all necessary services in one place: photography, illustration, public relations, copywriting, editing and proofreading, website development and implementation, marketing communications, marketing planning, communication facilitation and brainstorming, and project management to coordinate all facets of the program.

We offer attentive, personal service to clients ranging from individual professional services practices to a Fortune 200 Corporation. We serve clients in a broad variety of industries, including transportation, technology, retail, financial services, real estate and professional services firms. The firm also serves non-profit organizations and political candidates.

Arthur Andersen LLP

Regional Marketing Manager

1992 – 2002

Regional marketing manager for a \$300 million practice (North Texas, Colorado and Oklahoma) of an international professional services firm. Managed, hired and trained proposal and graphics staff of up to ten people. Team's work products included proposals, oral presentations, presentation boards, advertisements, brochures, invitations and other marketing collateral materials.

Crafted selling messages consistent with the firm's positioning and the targets' stated and unstated needs. Developed department policies and procedures to improve workflow and quality. Ensured consistent corporate branding and edited brochures, advertisements and press releases. Managed Andersen's brand launch for the region, which included internal events, collateral distribution and communications.

Coordinated content and production for firmwide website for all local office sites worldwide. Designed and developed content for DFW office web pages, and served as local office webmaster.

Graphic and Interior Design

Kim Schlossberg Designs

1984 – 1992

Rushman Window Covering

1986 – 1988

Haven Interior Designs

1982 – 1984

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Education

Drake University

- Bachelor of Fine Arts, Major: Interior Design

University of Texas

- Graduate work in Marketing and Architecture at University of Texas at Arlington and at Dallas

University of Copenhagen, Denmark

- Summer Semester, Interior Design and Architecture

Associations & Community Involvement

- Member, Lakewood Area Women in Business
- Member, Dallas/Fort Worth Chapter of the American Marketing Association
- Former Vice President of Marketing/PR, Dallas/Fort Worth Chapter of the National Association of Women Business Owners
- Former member and officer, Dallas Singles Toastmasters
- Active in Democratic political organizations and campaigns
- Volunteer work for Girls, Inc., The Family Place, and The First Unitarian Church of Dallas