

Anne Pennington

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Profile

Wide experience in publishing covering over 20 years, having started in prepress print production, then 15 years electronic magazine makeup and now eight years web publishing and site design.

Web expertise in creation of websites, advertisement banners, online competitions, editorial features and e-newsletters. Print expertise in electronic magazine and advertisement makeup, logo design, corporate brochures and marketing materials.

Accomplished in working to editorial disciplines, researching and collating articles, proofreading and copy-editing. Adept at communicating with colleagues, clients and vendors and applying solutions to enable development of projects. Currently seeking to apply and enhance experience with a progressive, innovative employer.

Key skills

- **Html:** hand coding with BBEdit text editing software, website, e-newsletter, online competition design. Experience in Dreamweaver. My portfolio can be seen at <http://www.digitalplot.co.uk/>
- **Quark Xpress:** Magazine makeup, advertisement creatives, marketing presentations, corporate documentation;
- **Adobe Photoshop and ImageReady:** Image manipulation, logo and web banner design.
- **Microsoft Office:** Word and PowerPoint;
- **Mac OS:** Maintenance and troubleshooting;
- **Freehand:** Logo and advertisement creative design;
- **Communication:** Customer liaison, project coordinating, solution identifying, research and collation.

Employment history

**1999-July
2005**

Web Designer and Developer, LS Technologies, London SW6

Company specialising in comprehensive B2B and financial reference sites, banner design, online competitions, e-newsletters, commercial online development and revenue generating services to high profile official sports internet sites in the UK.

Key contributions:

- Planned, designed and built websites and banners for UK eCommerce market, financial institutions and independent clients;
- Designed and built banners for advertising campaigns to run across sports internet sites;
- Maintained a database for rotation of articles and banners;
- Created online competitions to place on major rugby and football sites;
- Designed corporate logos, letterheads and business cards;
- Liaised with suppliers and ensured the smooth running of production and quality control.

- 1990-1999** **Head Designer**, Kensington Publications, London SE1
Company specialising in publishing reference books and magazines under contract to trade, professional and government bodies on an international basis.
- Key contributions:**
- Designed and made up professional yearbooks for various prestigious organisations;
 - Designed advertisements, media packs, corporate documentation and promotional material;
 - Transformed the publications into online versions.
- 1989–90** **Career Gap:** Undertook computer training and Desktop Publishing Courses
- 1985–89** **Editor/Production Manager**, Crown Media, London W1
Sourcing and compilation of editorial and layout for pre-flight destination guides for airlines, overseeing production of the publications.
- 1984–85** **Advertisement Production Manager**, IC Publications, London WC1
Supervising placement and production of advertisements for five magazines on Middle Eastern and African Affairs; costing of advertising space, invoicing clients.
- 1979-84** **Advertisement Co-coordinator**, Euromoney Publications, London EC4
Booking and positioning of advertisements in international financial magazine; quality/production control of advertisement printing; costing of advertisement space and invoicing clients
- Prior to 1979** **Sales Consultant**, Laura Ashley, Amsterdam
Sales consultant in branch of British-owned fashion and fabric retailer.
- Diversional Therapist/Craft instructor**, Royal Edinburgh Hospital, Scotland
Organising and running psychiatric patients' craft classes in Occupational Therapy Day Department; liaising with psychiatrists on patients' progress.
- Textile Designer**, Dovecot Arts Centre, Stockton-on-Tees, Cleveland
Design and production of hand-woven fabrics; training operatives to weave the fabrics; making costumes for theatre group at the Centre.

Training and Education

Transmedia Training, Greenwich: Dreamweaver MX

Corporate Computers, MID: HTML and the Workgroup

Book House Training Centre, London: Copy Editing Skills

Covent Garden ITEC: DeskTop Publishing Course

London College of Communications: Advertisement make-up and production

Speedwriting/Speedtyping: Typing and shorthand course

Bradford College of Art: Degree in Woven Textile Design and Technology incorporating silk screen printing and fashion design

Madras College High School, St Andrews, Fife, Scotland

SCE Highers: English, Dress Design, Art

SCE O Levels: English, Art, History, Arithmetic, Dress Design, German