

# Marshall Stoy

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## **SUMMARY**

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Quality-driven creative services manager, multimedia designer with a passion for conveying product or company value through appropriate design mediums.

## **EDUCATION**

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Master of Divinity, Christian Education  
Reformed Theological Seminary, Orlando, FL - May 1996

Bachelor of Science, Sociology  
James Madison University, Harrisonburg, VA - August 1990

## **EXPERIENCE**

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### **Creative Services Manager, Marketing**

CQ Roll Call, Washington, DC May 2009 to July 2012

*Executed a wide variety of design projects to communicate the value and offerings of this world class provider of premium political tools and content.*

- Collaborated with other departments to design marketing and sales materials including print and online advertisements marketing collateral, direct marketing efforts, sales presentations, product logos and more.
- Created short videos for marketing products and purposes
- Designed and executed production of company materials including business cards, letterhead, envelopes and more.
- Enforced company brand style guide
- Developed marketing copy for design projects.
- Repurposed corporate website amidst CMS design restrictions
- Managed workload and deadlines, communicating with various departments

### **Senior Designer, Marketing**

Capitol Advantage, Merrifield, VA February 2000 to May 2009

*Provided sales and marketing departments with materials designed to communicate product value.*

- Designed look and feel for all marketing materials, to include collateral, brochures, print advertisements, HTML emails, logos, business cards, websites, and posters
- Designed and maintained product website
- Designed marketing materials for customer day fly-in
- Worked with outside vendors managing and securing print jobs

### **Web Designer**

MiamiWebMasters, Miami, FL (January 1998 to February 2000)

*Web designer for Miami-based web design shop.*

- Designed and maintained sites per clients' specifications
- Engaged clients to determine online needs, make recommendations and provide quotes

### **Software Tester**

Expert Software and Equitrac Corporation, Coral Gables, FL (1997 to 1998)

*Quality assurance testing for two software companies.*

- Tested software for bugs and usability issues
- Interfaced with software designers and Project Managers to identify problems

## **SKILLS**

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Windows and Macintosh operating systems

Adobe Creative Suite (Flash, Illustrator, Indesign, Photoshop)

Final Cut Pro

Microsoft Office Suite

CMS

HTML/CSS

Intermediate Spanish