

Pamela S. Willcox

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www.graymattersdesign.com • www.muralsandcustomartwork.com

1993 – 2011

Graymatters Design Inc.

Sole proprietorship

Creative Director / Designer / Account Executive

Founded the company and secured clients in many different sectors of business from technology to retail over a fifteen year period. Freelanced for large Tampa ad agencies. Relocated business to Denver metropolitan area. Package Design, Branding and Corporate Identity, Website Design, Ad Campaigns, Brochures, Letterhead Design, Direct Mail, Signage, Trade Show Display, I-movies and Powerpoint Presentations. Illustration and Mural painting.

Partial Client History:

U Creative Group	Paradigm Communications	Evergreen Rodeo
Walt Disney World/Epcot	Fahlgren Martin Benito	Evergreen Chamber
MGM Studios	Busch Gardens	North Fork Ranch
Denver Metro YMCA	University of Tampa	State of Colorado DVR
Tampa MetroYMCA	University of South Florida	Varaison Vineyards & Winery
Publix Supermarkets	H. Lee Moffitt Cancer Center	Wellness Living Magazine
Cushman & Wakefield	Evergreen National Bank	Tradewinds Hotel
United Landmark Associates	Mountain High Yoghurt	Holiday Inn North/Central
Tampa Bay Chamber	Compass Pointe Mortgage	Radisson

*Conifer, Colorado
Tampa, Florida*

1990 – 1993

Advertising and Design Services (ADS)

Medium size ad agency/design studio

Art Director / Designer

The focus of the company was client branding and corporate identity. Responsible for meeting with the account executive and the client to discuss current projects. Met with photographers and copywriters for each project. Projects in print, television and radio. Hired talent for commercials and art direction for photoshoots as well as printing press checks for quality control of each project was part of the job.

Tampa, Florida

1986 – 1990

The University of Tampa

Office of Communications

Art Director / Production Manager

Responsible for the design of all promotional materials for the university. Consulted on special projects and worked with freelance photographers and designers. Handled all print quotes and prepared annual budget for admissions promo package. Met with department heads to create any promotional materials. Created some award winning recruitment materials responsible for recruiting one of the largest freshman classes.

Tampa, Florida

1984 – 1986

Management Systems Design Inc. (MSDI)

Subsidiary of First National Bank of Lafayette

Data Base environment, Burroughs 4955

Marketing / Software Support / Training

Job responsibilities consisted of preparing advertising and promotional materials for the company. Software application presentations to new customer principles. Upgraded training manuals, technical data sheets, flow charting and conversion procedures for clients to MSDI custom written accounting software. Ran the Commercial Accounting Support Department. Tested software applications and did trouble shooting. Software support and client training on General Ledger, Report Writer, Flexible Budgeting, Ratio Analysis, Cost Allocation, Accounts Payable, Accounts Receivable, Inventory Control, Payroll, Personnel and Fixed Assets.

Lafayette, Louisiana

1983 – 1984

Art City Design

Advertising Design Studio

Graphic Designer

Designed and produced print materials for Art City clients and larger Houston ad agencies. All print materials including catalogs, direct mail, magazine, newspaper ads, brochures, signage and annual reports.

Houston, Texas

Software Applications

Mac OSX
Creative Suite, Indesign, Adobe Illustrator, Adobe Photoshop, Adobe Bridge
Adobe Acrobat Professional, Office Suite for Macs
Quark Express Page Layout/Publishing
Pagemaker Page Layout/Publishing
PC - MAC versions of Word Perfect, MS Word, Excel, Powerpoint
iMovie DVD creation

Design Awards

Awards in the Tampa Addy's
Awards in the Tampa Art Directors Show
Awards in the Dallas Art Directors Show,
Awards in The New Orleans Art Directors Show,
Awards in The Lafayette Addys.
Logos published in David Carters Book of American Trademarks.
Best of Show for an Educational Institution Ad Campaign East Coast University Consortium
Fox River Paper Company Award for Creative Use Of Paper.
Artwork in the New Orleans Museum of Contemporary Art.

Education

1978 – 1983

University of Louisiana

Bachelor of Fine Arts Degree, Minor in History
Majored in Applied Arts, Advertising Design
Graduation Date May 1983

1983 – 1989

Continuing Education

MBA coursework – University of Tampa
Accounting – University of Louisiana
Lawson Accounting Systems Software – Lawson Associates
Banking and Management – American Institute of Banking
Banking and Security – American Institute of Banking

Community Involvement

Stagedoor Theatre Board of Directors
Stagedoor Theatre Set Design, Wardrobing and Marketing
Mean Street Ministries
World Vision Warehouse Volunteer
Search Committee Member Children's Music Minister Rockland Community Church
Women's Ministries Member Rockland Community Church/Conifer Community Church
Mountain Resource Center 5K Run – Pro bono T-shirts, Poster, Brochure and Trophy design (5 years)
Parmalee Elementary PTA Vice President/Chairman Fall Festival/Chairman Spring Carnival & Silent Auction
West Jefferson Middle School PTA
Sunday School Teacher 15 years
Parent Group Member for Gifted and Talented Children
Girl Scouts of America – Member and Assistant Leader
Boy Scouts of America – Den leader for Cub Scouts and Webelos