



ABOUT ME

I create high-performing graphics using emotional design principles and a sprinkle of wonder. I take pride in the details and accuracy of my work, and thrive under the pressure of a deadline. I am many things to an employer looking for an independent thinker who can lead a team and be a valuable asset to a growing company. My strong initiative, optimization of work processes, and key communication skills, make me a refreshing candidate to be considered in any organization.

CHARLA REID

MARKETING ART DIRECTOR | GRAPHIC DESIGNER
DALLAS | TEXAS

✉ reid.charla@gmail.com 📞 214.536.7862
@ charlamaephotojournalism.com

EXPERIENCE

MARKETING ART DIRECTOR | LEAD GRAPHIC DESIGNER 2011 - present

TheHomeMag | BFF Publishing, Inc. | Magazine

Create 60+ lead generating ads monthly under a strict publication deadline. Manage pre-press design process, from concept to final production. Layout a 50+ page monthly magazine consistently before FTP deadlines. Collaborate effectively with multiple clients monthly and offer spec ad designs to internal sales reps. to gain new business. Proofread to ensure quality control of graphics and format. Manage website, social updates, and digital magazines. Build collateral pieces, media kits print and production files. Design and post creative promotional pieces to social media.

Publisher's description of my work:

<https://www.thmfortworth.com/meet-the-team>

SALES | VISUAL MERCHANDISING | DESIGNER

2008 - 2010

Container Store

B2C Sales, Retail POS System, Awarded Top Closer, Designer - Elfa Closet Solutions, Visual Merchandising and Product Demonstration Leader.

PROFESSIONAL PHOTOGRAPHER | BUSINESS OWNER

1998 - present

Charla Mae Photography Redefined

Lead Photographer, owner and operations manager. Business plan development, forecasting and scheduling, creative marketing director and project leader, HR manager, team leader and motivational director, property manager, maintain successful client relations, B2B and B2C sales, creative arts designer, accounting A/R, A/P, and payroll.

ACCOUNTING | SALES | GOVERNMENT CONTRACTS

1995 - 1998

Power Computing Company

B2B Sales Account Manager, Government Contract Analyst, A/R, and Company wide Team Building Events Coordinator

REFERENCE

KIM FERGUSON | owner | Kilee Distributing | 972.818.2810 | kim@kileedistributing.com

RUTH LEBLANC | sales manager | TheHomeMag - Fort Worth | 337-210-6438 | rootieschmootie@yahoo.com

EXPERTISE

Professional - Detail Oriented - **Advanced in Adobe CC** - Account Manager - Professional Energetic Personality - **B2C and B2B Sales Award Winner** - Managing Supervisor - Executive, Sales, and Medical Support - Creative Outside the Box Thinking - **Marketing and Research** - Inspiring Team Leader - Strong Written and Verbal Communication Skills - **Award Winning Professional Photographer and Graphic Designer** - Organized Multi-Tasking - Self Starter - Government Contracts Analyst - **Maintains Profitable Business Relationships** - Accounting A/P and A/R - Sense of Humor - Solution Oriented - **Brand Development in Digital, Social and Print Integration** - Team Leader - Knowledge of Zoom, Loom, Sketch and Figma - **Proficient in Word, Excel, Power Point.**

AWARDS

Best Front Cover Design among 57 magazines *Jun 2018*

Best Front Cover Design among 59 magazines *Oct 2019*

Best Front Cover Design among 62 magazines *Oct 2021*

Designer of the Year | Runner Up among 60 markets *2020*

Design Achievement Award *2018, 2019, 2021*

Best Photo Award among 40 Photographers *2001*

Top Sales Closer | Container Store Elfa Designs *2010*

EDUCATION

Missouri Southern State University

Accounting | Programming

Continued Education:

Professional Photography | Advanced Adobe Photoshop
Business Management