

# Maggie Will

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## EXPERIENCE:

### **The Quarasan Group - Chicago, Illinois**

Educational Publishing: 04/05 – present

#### ***Traffic & Production Coordinator***

Responsibilities include: creating innovative solutions for program tracking, setup and maintenance of project workflows and scheduling, coordinating in-project workflow training, maintaining project schedules, coordinating offshore vendor management, assisting project management teams in establishing team goals, client relations, preparing project releases, QC, providing coordination and/or administrative support to other departments as needed.

### **E.W. Bredemeier & Co. – Chicago, Illinois**

Textile Creative Sampling Company: 07/03 – 01/05

#### ***Project Manager / Customer Service***

Responsibilities included: project management for 75% of company clients, maintaining project schedules, coordinating in house management, client relations, liaison between Sales and Production, product design, coordinating project printing and third party involvement, product development and production.

### **ICC – International Components Corporation - Chicago, Illinois**

Manufacturer of Power Supplies: 07/01 – 06/03

#### ***Marketing Specialist / Executive Assistant to Director of Strategic Marketing***

Responsibilities included: project administration; web site development and maintenance; market research; liaison between marketing and field sales team; liaison between marketing and various design firms; print and online catalog development and maintenance; trade show development; development of all marketing presentations, brochures, direct mailers and sales sheets; travel and meeting scheduling.

### **HiFusion/Mindsurf Networks - McLean, Virginia**

Online Educational Web Portal: 09/00 – 01/01

#### ***Online Marketing Manager for sic portals including K-5, 6-8, 9-12, Parents, Teachers and School Leaders***

Responsibilities included: designing and purchasing all banner advertisements for HiFusion; creating weekly tracking reports; marketing online and offline promotions within company site; web page development; daily news development.

### **Marketing Werks – Chicago, Illinois**

Experiential Mobile Marketing: 02/99 – 09/00

#### ***Marketing Coordinator for New Business Development: 02/00 – 09/00***

Responsibilities included: create and maintain active databases with program and client information; design and maintain Marketing Werks and client websites; develop and execute direct mail and promotional advertising for the company; assist programs in research and data systems development; create proposals for new business including market, client and competitor research; design PowerPoint marketing presentations; design banners and promotional materials; pitch media for multiple programs; provide market, event, media, client and competitor research.

#### ***Hershey Kissmobile Account Coordinator: 02/99 – 02/00***

Responsibilities included: generated Hershey Kisses / Hugs brand awareness; CMN awareness; coordinated events at retail locations; market research; scheduled media coverage and radio/TV promotions; communicated between Hershey Foods and CMN; trained Kissmobile crew on vehicle, media and appearance; supervised and evaluated Kissmobile crews; recapped yearly tours for Hershey Foods and CMN; maintained general program.

### **Tribune Company / Classified Ventures - Chicago, IL (08/98 – 02/99) – Temporary position**

#### ***Quality Assurance for NewHomeNetwork.com***

Responsibilities included: created interactive web sites for national building contractors; quality assurance; prepared proofs for clients; evaluated other departments on productivity and product quality; created weekly QA tracking reports.

### **Spring Broadcasting (WKRS-AM/WXLC-FM) - Waukegan, IL (05/94 – 08/98)**

#### ***Sales and Promotions Administrator***

Responsibilities included: created and designed all sales proposals and media kits; assisted in billing including maintenance of co-op accounts; wrote on-air promotional announcements, spots and liners; produced commercials; voiced on-air spots; on-air board operation; traffic; developed, attended and executed station events effectively interacted with station personnel, clients and listeners.; maintained all station databases; assisted in organizing sales department; conducted on-air and Internet giveaways; created weekly playlist; set up remote broadcasts; designed and maintained two station Web pages.

**EDUCATION:** **EASTERN ILLINOIS UNIVERSITY** - Charleston, Illinois  
B.F.A. in Journalism and English  
May 1994

**COLLEGE OF LAKE COUNTY** - Grayslake, Illinois  
Associates in Liberal Arts  
August 1992

**SOFTWARE:** Fluent in PC and MAC platforms.

Software working knowledge includes: Microsoft Office (Excel, Access, Publisher, PowerPoint, Word, Outlook), Adobe Creative Suite (Photoshop, ImageReady, GoLive, Illustrator), Adobe Acrobat, Macromedia Dreamweaver, Quark, File Maker Pro, ACT!, FTP programs, Microsoft Frontpage, NetObjects Fusion, HTML programming, typing at 50+ WPM.

**REFERENCES:** Available upon request