

LORI DECATO METZ

NEXT LEVEL NOW, INC. 16 Pease Boulevard, PORTSMOUTH, NH 03801 (603) 433-4783 lmetz@nextlevelnow.net

■ SKILLS & SUMMARY

CREATIVE DESIGN AND MARKETING PROFESSIONAL

- Logo Design and Branding • Website Design • Promotional Materials (Brochures, Rack Cards, Post Cards)
- Magazine and Catalog Design / Production • Project Management • e-mail Marketing
- Trade Show Graphics • Event Planning & Coordination

I am a detail-oriented and dedicated creative professional with more than 20 years of design, advertising and strategic marketing experience in multiple industries, including business to business, retail, health services, computer software and hardware, manufacturing and hospitality.

■ PROFESSIONAL EXPERIENCE

FOUNDER, SENIOR CREATIVE DIRECTOR, IDEA OUTFITTERS, Portsmouth, NH 1993 - Present

Managing and overseeing all aspects of the design company.

- > Creative director for projects.
- > Design and maintain customer accounts and client relations.
- > Design and produce creative projects in a timely manner and meeting client budgets.
- > Coordinate printing, photography, copy writing and video for projects.
- > Project manage large retail campaigns for large International and National brands

MARKETING MANAGER, NEXT LEVEL NOW, Inc., Portsmouth, New Hampshire Sept. 2015 - Present

Marketing Manager for Financial Business Management consultants.

- > Create and build company brand awareness.
- > Plan and organization of quarterly Speaker Events.
- > Design and maintain company website.
- > Design and maintain all company communications and marketing collateral.
- > Strategic Social Media implementation.
- > Create and oversee all e-mail Campaigns.

GRAPHIC DESIGNER, MINUTEMAN PRESS, Inc., Portsmouth, New Hampshire 1991-1993

Team member responsible for creating artwork in preparation for printing.

- > Created artwork in a fast-paced environment.
- > Worked with business clients to help determine design and print needs.
- > Art direction and design for corporate identity packages.
- > Created print ready files and worked directly with printers to produce final print products.

ART DIRECTOR, NEW HAMPSHIRE PREMIER MAGAZINE, Portsmouth, NH 1990-1991
Directed and managed the art and production department of a monthly full-color news magazine.

- > Managed art department for the monthly news magazine.
- > Design and layout of 64 page color magazine
- > Responsible for visually illustrating news articles.
- > Created illustrations for news articles.
- > Coordinated photographers and photo shoots.

GRAPHIC DESIGNER, PIP PRINTING, Portsmouth, NH 1989-1990

Created the printing company's first Apple / Macintosh graphic design department.

- > Responsible for creating all artwork and preparing files for printing.
- > Worked directly with clients to choose paper, inks and meet budgets.
- > Increased profits by improving production flow and reduced overall artwork expenses.

PHOTOJOURNALIST, THE PORTSMOUTH HERALD, Portsmouth, NH 1988-1989

Worked as a staff photographer for daily newspaper in the photography department.

- > Responsible for front page news photos and preparing film for print.
- > Worked directly with writers and editors to best represent news stories.
- > Sports photography and action shots.
- > Met deadlines of a fast-paced daily newspaper

■ EDUCATION & DEVELOPMENT

University of New Hampshire
Bachelor of Arts Degree, Cum Laude, 1988

■ COMMUNITY PARTNERSHIPS

- > *Founding Member of local non-profit group, Share Our Strength Seacoast - 1993*
- > *Board Member Share Our Strength Seacoast – for 20 years 1993-2016*

** References Available upon Request*