

VIRGINIA RULLI

CONTACT

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EXPERTISE

Creativity

Project Planning

Project Tracking

Problem Solving

Communication

Conceptualizing

Meeting Deadlines

INTERESTS

Web design

Fitness

Photography

Travel

PROFILE

Highly creative and performance driven production and marketing professional. Notable success shaping communication strategies, multimedia advertising, and advancement of large scale creative projects and campaigns. Experience performing in deadline-driven environments with an emphasis on meeting goals and client satisfaction.

EXPERIENCE

2004 - Present

Viking Electric, Minneapolis, MN

Promotions Specialist

Responsibilities include production of quarterly newsletters, annual reports, marketing literature, email marketing, and other promotional material to support sales teams and corporate initiatives. Consistently meeting tight deadlines and requirements.

- Collaborate with marketing team to plan and implement company-wide promotions
- Design compelling digital advertising that increases sales, brand awareness, and event attendance
- Create highly effective cross platform marketing communications
- Produce and manage digital signage, and website advertising on an ongoing basis

2002 - 2004

Showdown Displays, Brooklyn Center, MN

Graphic Designer

Sole graphic designer for a fabricated textile products company. Responsibilities included artwork for trade show displays.

- Recognized for innovative ideas and applications
- Instrumental in the design and production of first comprehensive product catalog

2001 - 2002

Twin City Supply, St Louis Park, MN

Graphic Designer

Provided all creative services for a family owned and operated jewelry supply company. Responsibilities included creation of daily advertisements and in-store displays through ideation to final output.

EDUCATION

1996 - 2000

Bachelor of Science in Graphic Design/Industrial Technology

Bemidji State University, Bemidji, MN

TECHNICAL PROFICIENCY

Platforms: Mac OS, Windows

Proficient in: Adobe® Creative Cloud Suite; Omnivex® Moxie Studio and TriggerPoint Media (Digital Signage applications); Constant Contact®; Marketo™; Salesforce Marketing Cloud; Hootsuite™; CMS; Microsoft® Office Suite