

LELYNN RUGGLES

cell: 425.372.6002 | email: lelynn.ruggles@outlook.com | portfolio: lelynn-ruggles.com

Accomplishments

- Successfully created literature to target North American demographic. As a result, literature development was transferred from Japan to Bellevue.
- Designed marketing collateral that is requested for use by subsidiaries in other English speaking territories including the United Kingdom and Australia.
- Produced a series of marketing videos that became known internationally. Aiphone affiliates in Latin American and Taiwan requested minor localization edits and permission to use the videos in their regions to increase sales.
- Created successful marketing campaigns increasing product visibility and yielding direct sales leads.

Professional Experience

Senior Graphic Designer and PR Specialist

Aiphone Corporation, Redmond, WA

2018-Present

- Responsible for creating targeted advertising campaigns to include print and digital ads, social media promotions, eCast drip campaigns and any other necessary creative
- Developing corporate design guide
- Create promotional videos and PowerPoint as necessary
- Help to update company website using WordPress
- Manage outside public relations firm to create case studies, print articles, blogs and white papers.
- Meet with publication editors to discuss potential editorial topics.
- Coordinate and assist with managing third-party design firms when additional work is needed.
- Develop SmartSheet forms, grids, workbooks to help in managing projects and contractors

Graphic Designer – Level III and Marketing Coordinator

Aiphone Corporation, Redmond, WA

2013-2018

- Created over 30 product and vertical market brochures from concept to delivery.
- Became known for being able to design strong marketing materials quickly and on demand.
- Developed successful advertising campaigns, receiving the Design Excellence Award from Baxter Research.
- Created product videos to increase sales with over 25,000 customer views.
- Increased customer engagement by over 300% through successful video productions on YouTube and other social media channels.
- Assisted Technical Support department in creation of video production infrastructure to lower costly post-sales calls.
- Produced corporate branded PowerPoint presentation decks to be used by sales and marketing.
- Developed over a million dollars of advertising strategies and campaigns.
- Coordinated with PR firms to structure article and press release placements.

Graphic Designer – Level II and Marketing Coordinator

Aiphone Corporation, Bellevue, WA

2005-2012

- Created product and vertical market brochures from concept to delivery.
- Became known for being able to design strong marketing materials quickly and on demand.
- Mentored designers and oversaw creative as they trained and became familiar with company expectations.
- Helped to create annual media buy calendar.
- Responsible for keeping customer catalogs up to date with product listings.
- Designed various print ads as needed.

Graphic Designer – Level I

Aiphone Corporation, Bellevue, WA

2002-2005

- Won "Employee of the Year" award as a result of successful product catalog design.
- Created a variety of product brochures.

Freelance Designer (Part-Time)

Seattle Education Access, Seattle, WA

Ongoing as requested

- Designed annual report for distribution to donors.
- Created "Spring Fling" invitation.
- Followed given style guidelines to maintain brand identity.

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Rebrand Designer - Contract (Part-Time)

Allyis, Kirkland, WA

January 2016-April 2016

- Updated over 40 corporate documents to rebrand requirements.
- Became recognized as being able to handle complex, 50-100 slide PowerPoint decks.
- Followed given style guidelines to maintain brand identity.

Senior Designer / Brand Packaging Designer / Product Photographer / Marketing Idea Contributor (Part-Time)

Plugable Technologies, Bellevue, WA

2012-2015

- Brand Packaging
 - Designed original packaging artwork for computer products worth over 20 million dollars.
 - Coordinated with Chinese manufacturers to finalize printing specifications.
 - Wrote and edited user manuals for Technical Support team.
 - Developed proper editing policies to improve efficiency.
 - Created educational graphics to decrease quantity of support emails.
- Product Photography
 - Photographed pre-production devices.
 - Edited photos to create realistic product images for packaging and promotions.
 - Created photo library to assist team in finding imagery quickly.

Software Skills

- Microsoft Excel
- Microsoft Word
- Microsoft PowerPoint
- SmartSheet
- Trello Project Collaboration Tool
- Adobe Creative Cloud
- SmartSheet
- WordPress

Education

Marketing Management Certification • University of Washington, Seattle, WA
Bachelor of Arts • University of California Santa Cruz, Santa Cruz, CA

Volunteer Work

Volunteer – Spring Fling

Seattle Education Access, Seattle, WA

May 2018

Board of Directors

Palazzo Homeowners Association, Bellevue, WA

2015-present

- Oversee \$1,000,000 budget for multi-building property which includes 137 residential and commercial units.
- Work with the Board and property owners to problem solve difficult investment and building issues.
- Increased Board efficiency by creating a series of cloud-based documents to track votes and opinions.
- Develop short-term and long-term plans to meet future building goals while preventing property from losing value in the marketplace.

Things people don't always know about me...

- I am currently a small business owner.
- Was hired at age 14 as a Customer Service Representative at a popular bottled water company in New York City to field customer requests and complaints in addition to making cold sales calls. Continued to work for the company after school, during vacations and holidays until the age of 18.
- Worked as a volunteer on a small team that raised \$150,000 in donations while helping to manage large scale events, produce catalogs and procure donated items.
- Completed my Bachelor's Degree in three years.