

Barbara J. Roman

Artful Communications

E-Marketing/Art ~ Services & Coaching

Barbara@BarbaraRoman.net
906.364.7459

- ◆ Exceptional track record for helping business owners grow their businesses through effective marketing (testimonials below)
- ◆ Wide range of experience creating high impact promotional communications for advertising agencies, publishers, design firms, in-house marketing departments, entrepreneurial clients, large retailers, mom-and-pop shops, non-profits and associations
- ◆ Award-winner in email marketing, graphic design, and illustration

E-Marketing

- ◆ Strategy
- ◆ Email Marketing
- ◆ Social Media Campaigns
- ◆ Online Customer Surveys
- ◆ Online Event Registration
- ◆ Content Research & Writing

Writing/Editing

- ◆ Articles
- ◆ Blogs
- ◆ Social Media
- ◆ Email Promotions
- ◆ Direct Response
- ◆ Tip Sheets & Guides

Art & Design

- ◆ Email promotion template design
- ◆ Image preparation/manipulation
- ◆ Image editing and photomontage
- ◆ Graphic design
- ◆ 2 & 3 dimensional mock-ups
- ◆ Illustration (via pixel, pencil, brush)

Technical Skills

- ◆ Constant Contact
- ◆ PowerPoint
- ◆ Photoshop
- ◆ Excel
- ◆ Quark Xpress
- ◆ Word

Sampling of Clients Through the Years

HBO
MacMillan Publishing
Philosophical Library
Doubleday Publishing
American Bible Society
Village Voice Newspaper
New York Times Newspaper

American Express
Kraft General Foods
Atlantic Records
Proctor & Gamble
Rorer Pharmaceuticals
Ogilvy & Mather Advertising
Saatchi & Saatchi Advertising

Chanel
Este'e Lauder
Lancome/Cosmair
Spiegel Catalog
R.H. Macy & Co.
Lord & Taylor
Midway Airlines

Honors

- ◆ Email Marketing All Star - Constant Contact, 2009 - present
- ◆ Design USA Magazine, International Package Design Competition - Honorable Mention, 1994
- ◆ The Original Art 1987 - Exhibition of the year's best children's book art
- ◆ New York Art Directors Club - Best of Year, 1985
- ◆ Print Magazine's Competition - Creativity '85, 1985
- ◆ Society of Illustrators- NYC - Society Award, 1981

Affiliations

- ◆ Chief email marketing columnist for the Examiner.com - 2009-2016
- ◆ Society of Children's Book Writers and Illustrators
 - Assistant Regional Advisor - 1999-2000
 - Wrote column for monthly newsletter - 1999-2000
- ◆ Graphic Artists Guild
 - Served on Hotline giving members business guidance - 1990-1992

Education

- ◆ School of Visual Arts, New York, NY - Media Communications, Concept, Illustration, Drawing, Painting, and Printmaking, GPA 3.6 - 1979-1982

Testimonials

"Barbara is one of the most ethical, honest, and hard working people it has ever been my pleasure to associate with. She knows her stuff, has a great eye for design, and knows how to help turn an objective into reality. Do yourself a favor - hire her to help with your marketing - it'll be the best decision you make this year." - Rob Weinberg, President/Chief Strategist, MarketBuilding Team

"I am writing to thank you for your superb work on our law firm's e-mail campaign. As you know, I was somewhat reluctant to implement all of your suggestions, but we did it and the results have been amazing. Last month our open rate increased 32% and we have had nothing but positive feedback from the legal community. In retrospect, hiring you was a no-brainer!" - David Crum, Esq, Principal, New Mexico Legal Group

"I want to let you know that our 3rd Thursday event had a turnout of around 975 people last night! Your work and great ideas were absolutely part of that wonderful success so I want to thank you very much." - Meaghan Cavanaugh, Director of Communications, Albuquerque Museum Foundation

"I have hired Barbara on more than one occasion, and each time the results were fabulous. Barbara is a creative and innovative person who can be trusted with your most critical project. Barbara delivers on her promises!" - Lee Presser, Lic. Assoc. Real Estate Broker at The Corcoran Group, NYC

"Reaching, and effectively capturing our customers' attention on a regular basis had been a challenge until we contracted with Barbara Roman to creatively manage our customer group lists. Barbara has done everything from creatively capturing our customers permission based information, to designing campaigns, and managing our email programs. It has been invaluable to have Barbara do all of this for us. She is very conscientious, accurate, and genuinely interested in advancing our business as a result of her efforts. She is very adept at the many technical aspects of this tool. I would highly recommend Barbara Roman. She has helped tremendously in growing our business." - Joseph Galli, Owner, Oak Park Home & Hardware, Inc.

And on another occasion: *"Barbara, FYI, I had 75,792 hits on my website on Nov. 13th (the day the campaign was sent out). Average has been 20,000 to 40,000 per day."* - Joseph Galli, Owner, Oak Park Home & Hardware, Inc.

