

# Christine O'Connell

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## Experience

-January 2023 to Present

Esque Solutions, LLC: 77 Imera Street, Providence, RI 02909 URL: esquesolutions.com

Current Job Title: **Owner, Graphic Designer and Photographer** (remote)

- **Graphic Designer**
  - See MARKETING section of previous employment
  - Contract/freelance Graphic Design

-November 2007 to December 2022

Sigma Stretch Film: 808 Page Avenue, Building #8, Lyndhurst, New Jersey 07071

Current Job Title: **Sales and Marketing Technologist** (remote)

### **MARKETING**

- **Presentations:**
  - Create both animated and static presentations for Sales/Client meetings.
  - Create custom graphics and photos based on subject matter.
- **Graphics:**
  - Create graphics/icons for videos, websites, and presentations as needed.
  - Logo creation when needed for new products, thematic meetings, and promotional items (T-shirts, signs, etc.)
- **Websites:**
  - Assist in the writing and design of content for 3 websites.
  - Building of the 3 website using the GoDaddy website builder platform.
    - Site includes 225 downloadable pieces of information and product photos.
    - Built the previous 3 sites on the Wordpress platform.
  - Maintain hosting account and communicate with hosting company.
- **Videos:**
  - Assist in the process of writing and visual content for explanatory, training, and product marketing videos using Cyberlink PowerDirector and AudioDirector programs.
  - Footage capture (minimal).
  - Stock footage searches .
  - Create custom photoshop visuals for video.
  - Editing.
  - Basic animations and transitioning.
  - Basic sound editing and audio ducking.
  - Audio stock searches for appropriate background music.
- **YouTube and Vimeo:**
  - Maintain both accounts.
  - Upload videos to our channels.
  - Maintain settings for customer access.
- **LinkedIn:**
  - Super Administrator of company LinkedIn business page.
  - Page set up.
  - Weekly posting.
  - Content creation (ideas, research, writing, visuals).
- **Brochures:**
  - Create product brochures which include graphics, sometimes photos, and specification tables.
  - Update spec content when there are changes or addition/deletion of products to the table.
  - Upload updated brochures to the websites.
- **Photoshop:** Maintain both Creative Cloud Apps and Adobe Stock Image accounts as Administrator.
  - Custom creation and editing of photos for:
    - Banners
    - Videos
    - Presentations
    - Brochures

- Product photos
  - Promotional items
- Photography:** Take photos using my professional camera and implementing them into our custom visuals or marketing pieces.

### **TECHNOLOGY**

- Development and Maintenance** of a Microsoft PowerAutomate App
  - Including Tech Support & Troubleshooting of the App**  
Description: Creation of an App using the Microsoft platform which works within the Sigma organization Microsoft environment. The App is a 2-step approval process that starts with a submitted request from the User's phone. Using PowerAutomate, Excel (formulas to determine which path to take), Sharepoint to collect/report data, and Outlook which automatically emails Approvers, Directors, Customer Service Pros, and Sales Pros with the final outcome as well as all of the necessary information they need about the request to process it. Requires daily review, troubleshooting, and manual updates when there is a change in our data.
- Power-BI**
  - Assist Business Services Group Manager with Microsoft Power BI projects.
  - Work with outside programmers to convey issues, seek solutions, or create something new.

### **SPECIAL PROJECTS/FINDING SOLUTIONS**

At times a project is requested for a solution to something that we don't do or have, or a process that is taking too much time, etc.

- Examine the problem or process and gather all of the necessary information.
- Try to find and create a solution using what programs we currently have available to us.
  - Learn a program we have that I've not used before to help create a solution.
  - If there are no solutions using what is available to us, I research outside solutions and report the information and costs to Management to help them make decisions.
- Examples:**
  - Building Macros in Excel to automate time consuming and tedious tasks.
  - Sharepoint solution for easy data collection throughout 40+ locations with ability of Manager to view and report from one location. Set-up and training.

### **TRAINING**

- When new technologies are built and ready for distribution, I help train Sales and Customer Service Professionals.
  - Regional training
  - 1-on-1 training
  - Create quick reference guides and manuals that include helpful visuals.

### **SUPPORT**

- Admin and Project support for Business Services Manager.
- Tech Support for Sigma apps and websites.
- General support for Management, Sales Pros, and Corporate.

Previous Job Titles at Sigma Stretch Film:

2016 to March 2018: **Marketing Consultant** (Same job description as above)

2011 to 2015: **Virtual Administrative Assistant**

2007-2010: **Administrative Assistant to the Vice President of Sales & Marketing**

<b>SKILLS</b>		<b>EDUCATION</b>	<b>HOBBIES</b>
<b>Microsoft Office:</b> <ul style="list-style-type: none"> <li>Word</li> <li>Excel</li> <li>Powerpoint</li> <li>Outlook</li> <li>PowerAutomate</li> <li>Power BI</li> <li>Sharepoint</li> <li>OneDrive</li> <li>Teams</li> </ul>	<b>Adobe</b> <ul style="list-style-type: none"> <li>Photoshop</li> <li>Lightroom</li> <li>Illustrator</li> </ul> <b>GoDaddy Website Builder</b> <b>Wordpress</b> <b>Cyberlink</b> <ul style="list-style-type: none"> <li>PowerDirector</li> <li>ScreenRecorder</li> <li>AudioDirector</li> </ul>	2023 Community College of Rhode Island West Warwick, RI <ul style="list-style-type: none"> <li>Graphic Design Certification</li> </ul> 1991 Institute of Audio Research New York, NY <ul style="list-style-type: none"> <li>Certificate in Audio Engineering</li> </ul> Burrillville High School Harrisville, RI <ul style="list-style-type: none"> <li>Diploma</li> </ul>	Photography <ul style="list-style-type: none"> <li>Fine Art</li> <li>Mixed Media</li> </ul>