



Mailing address and phone number are available upon request.

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dalechoate.com

JOB OBJECTIVE

To work in a creative, engaging and innovative environment where ideas are challenged and the very good ideas are perfected.

EDUCATION

BA in Advertising, Reynolds School of Journalism, University of Nevada, Reno, 2002-2006
AA in Graphic Design and Illustration, Seattle Central Community College, 1999-2001
Nuclear Power Machinist Mate, U.S. Naval Nuclear Power School, 1991-1993
Spanish language, working level written and spoken

CAREER SKILLS

I have met with clients to determine their needs and their goals. By performing market research I was able to create a comprehensive plan to reach the target audience to achieve the goal. I created advertising campaigns and one offs for print, radio and websites as well as creating collateral and using non-traditional advertising methods to reach the target audience.

I have extensive experience working in a team environment. I am skilled in working with others to ensure that the project is completed properly and on time. I have a strong background in visual design and I am experienced in using the Adobe Creative Suite and Macromedia Studio programs as well as QuarkXpress.

My background and experiences are diverse. A range of experience has proven an asset both for myself and my employers because I am able to find alternative solutions to creative problems.

WORK EXPERIENCE

2001-Present Freelance Graphic Designer

I created advertisements, promotional pieces, menus, newsletters, identities and package design for clients including Truckee Coffee Roasters, Crush Hair Salon, Lord Jensen Lavender Company and Nevada Independents.

2005-2006 Graphic Designer, Inkblot Promotions

I collaborated with clients to achieve their goals in delivering their message to the target audience. I utilized print and digital formats to create promotional materials, logo designs, collateral and advertisements for clients including charities, businesses and student organizations.

2006 Production Artist, Greg Mason Advertising Arts

Following an internship I was hired on because of my work. During this time I worked on creating promotional material for new clients, as well as heading up a mail campaign for an established banking client.

- 2006 Intern, Greg Mason Advertising Arts
I worked as an intern for the Creative Director and assisted on projects for casinos, banks, mortgage companies and the City of Reno. Performed all the production and pre-press work for the Reno Rodeo promotional materials. The Reno Rodeo is the largest Western Rodeo and a major event for the City of Reno each year.
- 2002-2006 Full time student at the University of Nevada, Reno.
While attending school I worked several jobs both on and off campus. As a technician in the UNR Photo Lab, I ensured that all photo chemistry was properly made and available on time for use. As a laboratory technician for the U.S. Forestry Service I analyzed samples and archived the data gathered from the analysis.
- 1999-2001 Team Leader, Kozmo.com
As a supervisor I streamlined our operating process by working to eliminate multiple breaks in the communication between departments. These changes increased the efficiency with which we were able to complete the orders for our customers.
- 1998-1999 Mechanical Engineering Technician, SeaMED
I researched materials and products used in the manufacture of medical devices. I designed and manufactured a testing device for a pump to be used in open heart surgeries and created a testing procedure to verify the design and operation of a new device for stem cell transfers.
- 1997-1998 Molecular Biology Research Assistant, Immunex.
I cultivated, extracted and prepared samples of engineered DNA from bacteria to be used in research for possible treatments and cures for immune system related diseases. I created a standardized procedure for DNA extraction and preparation and trained other Molecular Biology Department personnel on the proper method.
- 1991-1997 Nuclear Power Machinist Mate, U.S. Navy
I was responsible for the safe operation and maintenance of a nuclear power plant and all of its secondary systems on board a submarine. I qualified all stations and became the Quality Assurance Supervisor responsible for all nuclear and submarine safety maintenance. I created training and maintenance plans and supervised up to 12 personnel.

AWARDS

Admiral's Letter of Commendation for designing and making a critical replacement part at sea
Navy Good Conduct Medal for exemplary performance of duty
National Defense Ribbon for military service during Desert Storm
Member of Phi Theta Kappa for academic excellence
Dean's List, College of Arts and Sciences, UNR