

# SUMMER FOOTE

## PROFILE

Clear and effective communicator with 8+ years of experience in marketing, graphic design and editing. Adept at honing a message for a specific audience, from brainstorm to final product. Twenty years of passion for journalism with a love of big ideas, an eye for detail and an eagerness to learn new skills.

## CONTACT

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🌐 summerfoote.com

## EDUCATION

### Bachelor of Journalism

UNIV OF MISSOURI, 2005

A Missouri Journalism Scholar, graduated *cum laude* in magazine editing

### National High School Scholar

MEDILL-NORTHWESTERN JOURNALISM INSTITUTE, 1998

## SKILLS

CONTENT MARKETING  
EDITORIAL DEVELOPMENT  
LOGOS & BRANDING  
INFOGRAPHICS  
EDITORIAL LAYOUT  
WORDPRESS  
HTML & CSS  
SOCIAL MEDIA  
DIGITAL MARKETING  
AP STYLE  
ADOBE CREATIVE SUITE



## EXPERIENCE

Senior MarCom Specialist and Social Media Manager / Feb 2019–present

### BUSINESS TALENT GROUP — Los Angeles (remote)

- Elevate and expand visual branding through advertising and sales materials, including display ads, e-books and infographics
- Work within a distributed B2B marketing team to brainstorm themes and create copy and visuals for multichannel campaigns with a target audience of Fortune 1000 executives
- Write and edit blog posts, marketing and sales emails, and website copy
- Support the sales team by designing PowerPoint decks for client meetings
- Create social media copy and imagery and manage publishing cadence

Graphic Designer / July 2014–Jan 2019

### NORTHWEST REGIONAL PRIMARY CARE ASSOCIATION — Seattle (remote)

- Designed all communication, marketing and conference materials for a not-for-profit organization that serves all federally qualified health care clinics in the four-state region
- Created the visual branding for a total of 14 major regional health care conferences and designed the accompanying brochures, flyers, programs and event signage, as well as four annual reports

Freelance Graphic Designer and Marketing Consultant / 2014–2019

- Engaged with clients on a project basis to reach specific audiences, hone messaging and visually develop brands
- Designed logos, merchandise, flyers, brochures, product labels, app icons, direct mail pieces, prospectuses, menus and ads, as well as political canvassing materials and yard signs

HALLIE THOMPSON FOR U.S. CONGRESS — Columbia, MO

LEAGUE OF WOMEN VOTERS — Seattle-King County, WA

GNOME HOT SAUCE — San Obispo, CA

EMBODIED WORK YOGA & MASSAGE — Columbia, MO

2BUYAG — Columbia, MO

EYEPACS — San Jose, CA

BODYMIND MASSAGE THERAPY — Columbia, MO

COLUMBIA FARMERS MARKET — Columbia, MO

MERCES CONSULTING — Royal Oak, MI

DIRECT IMPAQT — Columbia, MO

MONTANA PRIMARY CARE ASSOCIATION — Helena, MT

COMO ROLLER DERBY — Columbia, MO

RAILWOOD GOLF CLUB — Holts Summit, MO

### Volunteer

#### COLUMBIA SECOND CHANCE

Foster parent and volunteer / 2017–present

#### COMO ROLLER DERBY, 501(c)(3)

Member, Sponsorship and Revenue, and Marketing Committees / present

Chair, Marketing Committee / 2018–2019

Chair, Coaching Committee / 2013, 2016–2017

Assistant Teacher WINDSOR STREET MONTESSORI SCHOOL / 2010–2014

Information Specialist MU GRADUATE SCHOOL / 2007–2008

Department Editor VOX MAGAZINE / 2005

Online Assistant City Editor COLUMBIA MISSOURIAN / 2004–2005

Reporter COLUMBIA MISSOURIAN / 2001