

Candice Lamb

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Objective

An experienced marketer seeking to compliment your team with a thorough understanding of the industry, the games and the community.

Skills

Software & Hardware

- Adobe Suite: Photoshop, Illustrator, Bridge
- Microsoft Office: MS Word, PowerPoint, Excel and Outlook
- Computer: PC & Mac
- Gaming Platforms: PC, Console & Handheld Gamer

Skills

Business & Relational

- Strong organizational, team building, and work efficiency skills
- Solid writing, proofing and ad copy skills
- Information gathering, analysis and problem solving
- Presentation, speaking and educating

Skills

Design & Development

- Layout, Page flow, User Interface & experience
- Illustration, Storyboarding, Painting, Color and Form
- Logo, Branding & Theme

Corporate Marketer

October, 2007 – Current Newark, CA.

Experience Xtraplus Corporation, DBA ZipZoomfly.com & Wrappables.com

Manage long term promotional strategies, customer retention and company image

- Research opportunities, then develop, plan and implement campaigns accordingly
- Build teams to accomplish large scale projects
- Analyze market trends and performance metrics to ensure campaign effectiveness

Main point of contact for many vendors and service providers

- Negotiate favorable terms for operations while also assuring the highest customer satisfaction
- Work with Loyalty Lab, Paypal, and other media, affiliates, and service providers
- Placed in pivotal role among departments and vendors, to coordinate effective strategies

Develop and review written materials for marketing, positioning and negotiating.

- Produced the customer help center and frequently asked questions and answers
- Write contest rules, and designs informative web pages and ads for these contests
- Designed a new, streamlined checkout process, reducing the number of pages from 8 to 3

Additional roles include, but are not limited to:

- Interviewing and training of new employees
- Newsletter Editor & content management
- Event planning

Graphic Artist

July, 2005 – July, 2007 Monterey, CA.

Experience Naval Postgraduate School, CHDS Web Development Team

Create graphics, illustrations, tutorials and other art assets

- Developed design templates, logos, banners, and other images for print & web
- Storyboarded concepts, characters and props for animation
- Captured and edited video and audio data for multimedia integration

Gather statistics, client concepts and publications to build persuasive and elegant presentations

Created first in house graphics library and implemented version control scheme

Developed a complete learning package, including tutorials, sample projects and examples to train future replacement and serve continuing clients with materials they anticipated.

Marketing Intern

Cimgames

Experience August, 2004 – July 2005 Seaside, CA

Collected client presentation materials and polish to a professional finish

Prototyped GUI for multi-institute game project

Created templates, art assets & design mockups for collaborative projects

Involved clients in the planning of their modules, increasing their satisfaction with our product

May, 2007 Seaside, CA

Education California State University, Monterey Bay (CSUMB)

- B.S., Business Administration: International Business & Marketing
- Graduated with Honors, Dean's List, GPA 3.6
- Focused on Marketing & the Video Game Industry

June, 2003 Los Angeles, CA

Education Fashion Institute of Design and Merchandising (FIDM)

- A.A., Apparel Manufacturing Management
- Honor Roll
- Focused on International Business, Sourcing & Design

Interests Painting, video games, science, technology, & international travel.
