

Nancy J. Foster



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Highly organized and detail-oriented professional with 30 years of experience in graphic design, marketing, and business management.

Graphic Designer

02/2017–Present | Optum (Workplace Well-being)

- Manage a book of over 60 client sites (~900 requests annually) to produce a wide range of marketing and educational materials (print and digital).
- Work closely with internal stakeholders to ensure work meets client timelines and standards.
- Sit in on internal team calls to learn more about Marketing's role in new client implementations, as well as participate in the process with a new client.
- Review the work of fellow designers, providing guidance as needed.
- Build, organize, and maintain asset libraries for internal and client teams such as stock image boards, shared Lucidpress image folders, and a trademark library.
- Received Plus One Client Retention Award in 2018 and was nominated for the Optum Superhero Award in 2021.

Marketing / Graphic Designer

02/2013–02/2017 | UnitedHealthcare (StudentResources)

(transferred to different duties 08/2015-02/2017)

- Developed comprehensive marketing programs for clients and was responsible for designing and creating all marketing pieces.
- Initiated and established a new video marketing campaign, including writing scripts as well as filming and editing videos.
- Coordinated with vendor on HTML email blasts for clients, including monitoring statistics to determine effectiveness.
- Developed and spearheaded in-house team-building campaigns.

Owner / Marketing / Graphic Designer / Web Designer

10/1994–02/2013 | Quill & Mouse Studios, Inc.

- Responsible for all new sales and maintaining client relationships, including conducting regular marketing consultations.
- Managed staff and dealt with all personnel matters.
- Negotiated contracts with outside vendors.
- Designed and created all marketing materials for use in-house and for clients, including a wide range of printed items as well as websites. Researched and wrote over 1,000 articles for use in client materials.
- Developed marketing campaigns (for clients as well as in-house use).

Prior Management Experience

01/1993–10/1994: Office Manager for Distribution Video & Audio

10/1989–12/1992: Office Manager for Expert Freight, Inc.

Attributes and Skills

- Adept at time management and multitasking; able to deliver complex projects within tight timelines.
- Excellent communication and interpersonal skills, at all levels.
- Advanced skills in Adobe Creative Cloud (including Acrobat, InDesign, Photoshop, Illustrator, and Dreamweaver) and Microsoft PowerPoint.
- Experienced with HTML/CSS.
- Skilled at video editing.
- Proficient with Microsoft Office Suite and OpenOffice Suite.
- Experienced with both Windows and Apple operating systems.