



# Heidi Totman

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## PROFESSIONAL PROFILE

Experienced graphic design professional with expertise in creative design, marketing, page layout, photography, and publication. Strong background in clean design practices, client management, design strategies, and time management.

## Education

**Graphic Design & Integrated Media**  
North Shore Community College  
Associates Degree, GPA 3.95  
2013-2016

## EXPERIENCE

**Marketing Intern, Davis Publication in Worcester, MA**  
Visit [linkedin.com/in/heiditotman](http://linkedin.com/in/heiditotman) for complete details.  
February-May 2016

## Skills

Advertising  
Customer Service  
Graphic & Web Design  
Marketing  
Page Layout  
Photography  
Quality Control  
Retouching & Editing  
Social Media  
Adobe Creative Suite:  
Bridge, Dreamweaver, InDesign,  
Illustrator, Photoshop, Premier  
Microsoft Office:  
Excel, Outlook, Powerpoint, Word  
Other: Aperture, Lightroom, Prezi  
MAC & Window Operating Systems  
D3200 Nikon Digital Camera

**Freelance Designer, Heidi Totman**  
2003-Present

Produce custom designs for professional photographers. Design creative page layouts for albums and marketing tools, in a timely and professional manner.

**Production Administrator/Designer, A Perfect Image Photography and Videography Studio in Middleton, MA**  
2005-2013

Design albums, advertising and marketing tools for the studio. Provided customer support for new and existing clients. Oversaw jobs for production and video departments. Edited files for post production. Assisted with photo sessions and trade shows. Updated social media accounts for Facebook and Pinterest. Managed contracts, account receivables, business calendars, and productivity spread sheets daily.

## Recognitions

Published in SPARK Magazine 2014  
*Self-Portrait Illustration*  
*Big Ben Illustration*  
*Photography "Peaceful"*  
Cape Ann, MA License Plate Finalist  
Arts in April Poster Design

**Office Administrator, The Perfect Image Photography and Videography Studio in Middleton, MA**  
1995-2002

Edited for post productions. Provided customer support for new and existing clients. Worked closely with existing clients helping them finalize their album and print orders. Managed upcoming scheduling with subcontractors, and prepared contracts and invoices. Refreshed portfolios for the photographers and updated productivity logs.