

# Hello, I'm Geri.

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## Professional Summary

Experienced creative professional with a diverse skill set in branding, design, fundraising and marketing across all mediums—from print to digital—for both large and small businesses. With close to 20 years experience, I have developed a strong understanding of marketing best practices as a skilled writer, effective collaborator and designer, and a proven communicator with the ability to plan and execute impactful campaigns and events for profit and nonprofit alike.

## Relevant Experience

### Freelance Logo & Graphic Designer, 2014-2023 (current)

- Satisfied clients of all sizes, both locally & internationally

### Art Instruction & Business Management, 2018-2023 (current)

#### ARTplay Children's Studio, Lexington KY

- Course planning & instruction for students ages 1-13
- Planning & execution for monthly events to benefit local nonprofits (including recruitment of participating nonprofit organizations)
- Semester schedule building, newsletters, & social media posts

### Board President, 2020-2022

#### Fayette Cooperating Preschool, Lexington KY

- Served during the majority of the pandemic; evaluated & communicated protocols & safety measures routinely to approximately 165 families of students across 3 campuses
- Oversaw planning & execution of fundraisers (large & small), including donor solicitation & development of materials, volunteer recruitment

### Graphic Designer, Feb 2011-Sept 2014

#### Gray Construction, Lexington KY

- Primary graphic designer for firm with multiple locations globally
- Developed all project proposals, as well as graphics for print & web

### TN Region Marketing Director, 2006-2009

#### ProSys Information Systems, Nicholasville KY

- Internal & external event planning + supplier marketing fund oversight

### Graphic Designer, 2007

#### UK HealthCare, Lexington KY

### Team Captain of Team Zakharia, 2015-2023 (current)

#### March for Babies, Greater Bluegrass

- Personally raised more than \$8,000 on behalf of Team Zakharia
- Effective solicitor of donors & team sponsorships

## Contact Info

### Geris Zakharia

Lexington, KY  
gerizak@gmail.com

### Portfolio:

gerizak.com

linkedin.com/in/gerizak

## Skills

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Branding
- Skilled Writer
- Effective Collaborator
- Communications
- Event Planning
- Fundraising Oversight & Management
- Creative Thinking
- Multitasking
- Strong Organizational Skills
- Personable

## Education

BA in Integrated Strategic  
Communications (Advertising)

Minor in Art Studio

University of Kentucky, 2003