



1626 PLATEAU CIRCLE AVENUE  
SOUTH LAKE TAHOE, CA 96150  
530.318.4830 [www.tarapielaet.com](http://www.tarapielaet.com)

## OBJECTIVE

Seeking a challenging, responsible position with room to grow as a manager, with a long term commitment while contributing to a positive and creative atmosphere.

## EXPERIENCE

### MULTI-MEDIA GRAPHIC DESIGN & SUSTAINABLE PRINT SERVICES

#### LAKE TAHOE MEDIA, (2004-PRESENT):

Independent Graphic Artist and Sustainable Print Broker for marketing firms, environment agencies and retail service companies in the Reno-Tahoe area. RESPONSIBILITIES INCLUDE: • Graphic Design Services, Product Development and Project bids that suit company budgets & Printing needs, coordination of printing specifications & Bid comparisons while working with printing companies in both the U.S. and Canada to lock in buy-out rates, sustainable product and establish products allocation. • Project proposals and creative ad campaigns including multi-media design (websites, brochures, photography, new business package proposals, magazines & Periodicals). • Create/Coordinate/Output camera ready art for multi-media (pre-press preparation, web, news print, film, billboards and TV Commercials). • Quality Control (press checks, comparing final bid to final invoice, final product to proposed bid-paper, coating, color, etc. Proof Sign-Off. Press Checks. • Professional portrait/product photography • Photo Restoration & Retouch. • Preparation of quarterly profit/loss reports, business licenses & Quarterly/annual Taxes.

### NON-PROFIT MEDIA DESIGN & MARKETING DIRECTOR

#### NEVADA DAY INC. (2006-PRESENT):

Creative Director for special event promotion. Nevada Day, Inc. Marketing Director. RESPONSIBILITIES INCLUDE: Campaign Creative Design (sponsorship brochure, theme poster, website design and development, posters, invitations, online and print program design) Sponsorship Sales Coordination, Media Coordination, (Promotions via radio, television, newspaper) Sponsorship Contracts, Event Media Communications

### ART DIRECTOR / ASST. PRODUCTION DIRECTOR

#### Tahoe Carson Area Newspapers, Swift Corporation (2002-2004)

RESPONSIBILITIES INCLUDE: • Hiring & Training artists/designers. • Coordinate all special publications/inserts & New ad campaigns for 6 regional newspapers including Classifieds, Tahoe.com & Reno.com. • Bidding / Billing / Scheduling for all ancillary magazines & Special sections including development and management of the creative budget/staff for each project. Monthly & Year end profit/loss Statements. • Creative concept, design, & Proposals for all new ad campaigns. • Creative concept, design for Swift (Mother Company) corporate identity. • Consultation to major accounts. • Troubleshooting color & File management & Technical support for outside advertising agencies submitting art files. • Press Checks for all in-house magazine and commercial projects outsource to larger print facilities.

### PRODUCTION MANAGER/CREATIVE DIRECTOR

#### Tahoe Daily Tribune, Swift Corporation (2000-2002)

Responsibilities include: • Special Section Director/ Design. • Traffic /Production manager. • Budget management. • Hire/Fire/Reviews. • Software/Hardware management, trouble shooting, installation, upgrade. Training Photoshop and Illustrator. Consultant for use of spot to full color inks & Typography on Newsprint and Offset press stock. Press Checks. Archiving Files. Procedures.

### PRODUCTION MANAGER/GRAPHIC DESIGNER

#### 451, Inc., Advertising and Design. / Eclipse Advertising and Design (1996-2000)

Responsibilities include: Digital Photographer Graphic Illustrator Project Development Traffic /Production Management



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## APPLIED APPLICATIONS

Adobe CS3 Creative Suite (InDesign, Illustrator, Photoshop, Flash, Fireworks, Dreamweaver, Adobe Forms) • Quark • Acrobat Distiller • Adobe Pagemaker • Corel Draw • Microsoft Word • Digital Photography • Quick Books • Microsoft Office  
Advanced Website Development: Joomla • Ecommerce Drupal Business Systems • Action Script 3.0 • Java Script Programming • Html Code • CSS Style Sheets • Advanced Flash Animation for Multi Media purposes

## EDUCATION

1990-1992 VENTURA COMMUNITY COLLEGE - BUSINESS MANAGEMENT  
1993-1995 SOUTH LAKE TAHOE COMMUNITY COLLEGE - AA MATH & SCIENCE  
1997-1999 LINDA.COM- ADOBE ILLUSTRATOR,ADOBE PHOTOSHOP ,ADOBE PAGEMAKER MX STUDIO  
QUARK XPRESS 4.1-BEGINNING THROUGH ADVANCED COURSES 6.1 QUARK IN 2005  
2000-2002 CORE MANAGEMENT SEMINARS - MANAGEMENT WORKSHOPS,ALS SYSTEM MANAGEMENT  
2003-2005 WEBMASTER SEMINAR- BASIC THROUGH COMPLEX ANIMATED WEB DEVELOPMENT STUDIO MX, QUARK 6.1, ADOBE CS BUNDLE,  
ALL REFERENCES, CERTIFICATES, AWARDS AND SAMPLE PIECES AVAILABLE UPON REQUEST.  
2007 - MS OFFICE FUNDAMENTALS CERTIFICATION  
2008- AMERICAN CONTINENTAL UNIVERSITY A.I.U.- BACHELOR OF FINE ARTS BFA CONCENTRATION, VISUAL COMMUNICATIONS, HONOR STUDENT  
4.0 GPA

## DESIGN AWARDS AND COMMUNITY RECOGNITION

*Tahoe Daily Tribune - Your Town*

*"on behalf of the South Tahoe Middle School Yearbook class, we would like to express our thanks to Tara Pielacet for her generous help and support. ...*

*[www.tahoeailytribune.com/article/20050627/COMMUNITY/106270002/-1/rss04](http://www.tahoeailytribune.com/article/20050627/COMMUNITY/106270002/-1/rss04)*

*Tahoe Daily Tribune - Your Town*

*"We also thank the following sponsors for supporting our AYSO program and the kids:*

*Tara Pielacet, Barton Hospital, ..."*

*[www.tahoeailytribune.com/article/20051102/COMMUNITY/111020046](http://www.tahoeailytribune.com/article/20051102/COMMUNITY/111020046)*

*National Press Association Awards*

*...Third Place: Daily Newspapers -- Robert Woodward,*

*Reno Gazette-Journal: Honorable Mention: Daily Newspapers -- Chris Slabaugh and Tara Pielacet, Nevada Appeal. ...*

*[www.reviewjournal.com/lvrj\\_home/2003/Sep-21-Sun-2003/news/22183951.html](http://www.reviewjournal.com/lvrj_home/2003/Sep-21-Sun-2003/news/22183951.html)*

*California Nevada Press Association*

*Tara Pielacet, First Place, Cover Photo Illustration and Design,*

*4th of July Fire Photo Illustration, Tahoe Daily Tribune 2002*

*First Place*

*Best Special Section, Ski Tahoe 2001*

*First Place*

*Best Full Color Ad, 2003*

*Many Honorable mentions on section advertising*