

# PHYLLIS MOLLET CARLYLE

1326 Amesbury ♦ Liberty, Missouri 64068  
816-792-2446 ♦ 816-522-1922 ♦ [dcarlyle@kc.rr.com](mailto:dcarlyle@kc.rr.com)  
<http://www.flyingember.com/PMCarlylePortfolio/>

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## CAPABILITIES and ACCOMPLISHMENTS

### Executive Summary

- Project manager, organizer and improver of work flow.
- Skilled designer using original or specified print design and presentation formats.
- Team player with high standards for customer service, received UMB service award for “Above & Beyond”.
- Sensitive to deadlines and budgets—known for meeting deadlines and reducing costs.
- Reliable self-directed manager of time and projects.

### Computer Skills

- Software: InDesign, Photoshop, Illustrator, Quark Xpress, PowerPoint, Word, Excel, Acrobat Professional, Access, and others on both the PC and Macintosh platforms.
- Catalog, brochure, advertisement, document, spreadsheet and forms design, scanning and digital photography, photo editing
- Skilled at researching the Internet, interested in segueing into web page design.

### Marketing Communications

- Created advertisements, brochures, booklets, catalogs, large posters, direct mail, learning aids, etc.
- Designed, managed and built full color product catalogs: 96, 128, 288 and 328 pages.
- Created graphic designs, layouts, and templates in InDesign, Quark, Word, and PowerPoint.
- Built easy-to-read charts and graphs for written materials and presentations.
- Designed up to 150 PowerPoint presentations per year, some with multi-media.
- Photographed products, scanned and modified photographs and artwork.
- Composed and submitted publicity and press releases.
- Wrote copy for advertisements, newsletters, training manuals, internal and external documents.

### Marketing/Special Projects

- Managed direct mail and marketing communication projects from design to delivery.
- Coordinated projects involving research, design, merchandising, and customer service.
- Developed and presented marketing plans.
- Compiled and analyzed data, created reports.
- Researched the marketplace for services and product trends, launched new products
- Demonstrated excellent skills in problem-solving, streamlining, and efficiency planning.
- Managed the redesign and implementation for upgrading company’s proposal/report system.
- Coordinated research and design for Disney licensing of The Little Mermaid lamp.
- Acted as liaison between designer and production staff.
- Worked with professional photographers, artists, printers, graphic designers and international suppliers.
- Met deadlines on time-sensitive projects. Solved production problems of a time-sensitive nature.
- Created design documents and project plans.
- Utilized spreadsheets and databases for data organization and analysis.
- Followed financial and legal compliance requirements.

### Sales/Promotion

- Planned and managed special events, including product launches.
- Fabricated visual displays to assist in selling, and produced direct advertising.
- Created new product catalogs on schedule and under budget.
- Updated merchandise planograms and conducted sales analyses.
- Successfully sold fashion goods in-store, on-the-road, and at market shows.
- Increased bridal sales for fabric store 10-20% each year.
- Coordinated bridal and fashion shows.

**Programming/Database Design**

- Assisted with software implementation and systems design.
- Modified programs, created forms, queries and reports.
- Programmed conversions and interfaces.
- Designed tables, queries, data entry screens and reports in Access.
- Reworked data entry forms and cut data entry time in half.
- Provided customized information from database as requested.

**Organization/Record keeping**

- Wrote specifications and compiled lists of data for marketing and manufacturing departments.
- Developed descriptive and illustrated lists of inventory.
- Expanded and clarified record keeping, resulting in more efficiency.
- Produced photographic, sketched, and written records.
- Designed system for tracking various stages of production.

**Product/Clothing Design**

- Designed prototypes and finished products from sketches, plans, photographs, or verbal instructions.
- Created self-initiated designs and collaborated with others.
- Proved the ability to visualize three-dimensionally and to draw plans.
- Produced with high standards of quality while keeping cost controls in line.
- As part of the new product team, originated new lamp, shade, and packaging designs.
- Taught fashion design, textiles, and sewing in adult education and college classes.
- During seven year period, worked as a self-employed designer and creator of over 200 wedding gowns and 700 hats and veils.
- Designed and sewed costuming for community theater and Hallmark cards.

**EDUCATION**

- B.A. in Business Administration/Marketing, Park College, Parkville, 1995, GPA 4.0/4.0.
- A.A. in Data Processing, Maple Woods Community College, Kansas City, 1993, GPA 4.0/4.0.  
Outstanding Business Student Award, 1993
- M.S. in Human Environmental Sciences, University of Missouri-Columbia, 1977, GPA: 3.75/4.0.
- B.S. cum laude in Human Environmental Sciences, University of Missouri-Columbia, 1975, GPA: 3.5/4.0  
Major: Textiles and Apparel Management, with minors in Adult Education and Design.

**PROFESSIONAL EXPERIENCE**

2004—present	<b>Marketing Specialist</b> , <u>Jules Borel &amp; Co., Kansas City, Missouri</u>
1998—2004	<b>Marketing Presentation Manager, Trust Marketing Manager</b> , <u>UMB Bank, Kansas City</u>
1996—1998	<b>Project Manager</b> <u>Target Direct Marketing, Liberty, Missouri</u>
1995—1996	<b>Research Assistant, Marketing and Research</b> <u>Cohen-Esrey, Kansas City</u>
1993—1994	<b>Programmer, Systems Support, HR Team</b> <u>Cerner Corp. Kansas City</u>
1990—1992	<b>Product Manager/Quality Control</b> <u>Hamilton Lamp Corporation, Kansas City</u>
1988—1990	<b>Pattern Designer/Patternmaker</b> <u>Eloise, Ltd., Kansas City</u>
1987—1988	<b>Designer and Supervisor</b> <u>Fantamation/Display Concepts, Kansas City</u>
1980—1987	<b>Bridal Designer/Bridal Consultant</b> <u>Harper's Fabrics, Prairie Village, KS</u>
1984—1987	<b>Part-time Instructor</b> <u>International Academy of Merchandising and Design, KCMO</u>
1980—1981	<b>Sales/Merchandiser</b> <u>Talon-American, Stamford, CT</u>
1978—1980	<b>Assistant Merchandiser</b> <u>Corwin Company, Kansas City, Missouri</u>

**ORGANIZATIONS AND ACTIVITIES**

Central Exchange, active member; Boy Scout Troop 374 Newsletter Editor for nine years; Liberty High School PTSA Publicity for six years; Public Transit Activist; Fiber Guild past President; American Sewing Guild, active member, past Group Leader.