

## PHYLLIS MOLLET CARLYLE

200 NE 43<sup>rd</sup> Ter | Kansas City, MO 64116

816-522-1922 | [pjmcarlyle@gmail.com](mailto:pjmcarlyle@gmail.com)

<http://www.flyingember.com/PMCarlylePortfolio/>

- Over 25 years of graphic design experience using original or specified designs.
- Reliable self-directed manager of time and projects, known for meeting deadlines, maintaining quality, reducing costs.
- Team player with high standards for customer service, received UMB service award for “Above & Beyond”.

### Graphic Design

- Created graphic designs, layouts, and templates in InDesign, Quark, Word, and PowerPoint.
- Designed and managed production of advertisements, brochures, booklets, catalogs, large posters, direct mail, learning aids, presentations and more, using Creative Suite and PowerPoint.
- Produced newsletters of 2-8 pages monthly, 20-32 pages quarterly.
- Created monthly ad for the inside cover of AWCI’s Horological Times trade magazine for 12 years.
- Designed 50-110 customized PowerPoints per year, receiving many commendations from account managers.
- Managed in-house photography, taking and editing thousands of images of products and people each year.

#### Projects of Note:

##### **Product Catalogs from 64 to 328 pages, Jules Borel & Co.**

My largest projects, with improved department sales of 2-4% after each mailing.

Organized as chapter books to make production, tracking and file management easier.

Designed and built the covers, supporting pages, and indexes.

In charge of monitoring page building progress, photographs needed, proofreading, progress at the printer, and more.

##### **Watch Brochure, Jules Borel & Co.**

Redesigned 3.5” x 8.5” 20-page brochure to an 8.5” x 11” 8-page brochure.

Made specifications into easier-to-read tables and added other enhancements.

Reduced printing costs from \$.37 to \$.20 each, saving at least \$2000 each printing.

##### **Plan Administrator Operating Guidelines converted from binder to CD for Employee Benefit Division, UMB**

Designed in Word, and Acrobat with interactive links. Associates and clients loved the new, more efficient CD version.

Costs to print and mail were reduced from \$26 to \$5 each. Cost savings for first 2 years was over \$20,000.

##### **New Proposal and Report Cover System for Trust Division, UMB**

Designed coordinated proposal system to consolidate several departments, provide improved branding and flexibility.

Customizable, full-color cover sheet for each department is overlaid by a translucent vinyl cover with an imprinted logo.

Stair-stepped tabs and matching bordered paper coordinate for polish and unity.

Cost \$1-\$2.50 less per booklet than previous systems, with savings at least \$25,000 the first year on an estimated 17,000.

### Marketing Communications

- Designed, optimized, sent and tracked weekly emails to over 7000 customers using Constant Contact. Message open rates ranged from 23% to 33%, with click-through rates of 2% to 5%.
- Managed standard and personalized direct mail from design to delivery.
- Composed and submitted press releases, designed advertisements, newsletters, training manuals.

### Sales and Promotion

- Researched the marketplace for services and product trends, launched new products.
- Planned and managed special events, including product launches and department celebrations.
- Fabricated visual displays to assist in selling, and produced direct advertising.
- Coordinated projects involving research, design, merchandising, and customer service.
- Set up online promotions within NetSuite.

## Business Coordination and Communication

- Developed and presented marketing plans, design documents and project plans.
- Designed system for tracking various stages of production and acted as a liaison between design and production.
- Project manager, organizer of work flows and improvement.
- Worked with professional photographers, artists, printers, graphic designers and international suppliers.

### Projects of Note:

#### Little Mermaid Lamp, Hamilton Lamp Corporation

Coordinated with overseas manufacturers for glow-in-the dark lampshade.  
Liaison with Disney for licensing. Success led to production of more licensed lamps.  
Used an early Macintosh to design lampshades and created corrugated lamp packaging.

## Record Keeping

- Wrote specifications and compiled lists of data for marketing and manufacturing departments.
- Developed descriptive and illustrated lists of inventory and seasonal lines.
- Expanded and clarified record keeping, resulting in more efficiency.
- Produced photographic, sketched, and written records.

## Computer Skills

- Software: Creative Suite InDesign, Photoshop, Illustrator, Acrobat Professional; Office PowerPoint, Word, Excel.
- Windows for 25+ years, Macintosh for 11+ years.

## EDUCATION

- B.A. in Business Administration/Marketing, Park College, Parkville, Missouri
- A.A. in Data Processing, Maple Woods Community College, Kansas City; Outstanding Business Student Award
- M.S. in Textiles and Apparel Management, University of Missouri-Columbia, Missouri
- B.S. cum laude in Textiles and Apparel Management and Design, University of Missouri-Columbia, Missouri

## PROFESSIONAL EXPERIENCE

2004—2017 **Graphic Designer, Marketing Specialist:** Jules Borel & Co., Kansas City, Missouri  
1998—2004 **Marketing Presentation Manager, Trust Marketing Manager:** UMB Bank, Kansas City, Missouri  
1996—1998 **Project Manager, Assistant Designer:** Target Direct Marketing, Liberty, Missouri  
1995—1996 **Research Assistant, Marketing and Research:** Cohen-Esrey, Kansas City, Missouri  
1993—1994 **Programmer, Systems Support, HR Team:** Cerner, Kansas City, Missouri  
1990—1992 **Product Manager, Quality Control:** Hamilton Lamp Corporation, Kansas City, Missouri

## 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 Advocate; Fiber Guild past President, active member; American Sewing Guild, past group leader, active member; Gardener's Connect, active member; Designed and sewed costumes for Community Theater and Hallmark Cards; Volunteer guardian and conservator for disabled adult for 5 years.