

BOYSEN M. HODGSON

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design@boysenhodgson.biz

WORK EXPERIENCE

ONGOING: BOYSENHODGSON.BIZ, SPRINGFIELD, MA

- Freelance Graphic Design and Web Development
 - ▶ Current Project: Graphic development for www.ValleyLists.com, an online resource for businesses and individuals in the Connecticut River Valley
 - ▶ Current Project: www.JacksonKatz.com: Web development and marketing consultation for nationally known speaker, activist and trainer, Jackson Katz.
 - ▶ Current Project: DataLever Corp.: Marketing and design for a noted middle-ware software producer. See www.datalever.com
 - ▶ Current Project: Annwn Foundation: Graphic design and web development for an organization dedicated to providing the next generation of green housing
 - ▶ Portfolio available at www.boysenhodgson.biz

ONGOING: EAGLE'S FLIGHT , CREATIVE TRAINING EXCELLENCE

- Support Facilitation for an Internationally known training organization
 - ▶ Group facilitation, public speaking and business coaching for corporate clients throughout the U.S. Visit www.eaglesflight.com for more information

FEBRUARY 2002 – JANUARY 2006: ATLANTIC FURNITURE, INC., SPRINGFIELD, MA

- Marketing Director, Store Manager
 - ▶ Graphic Design, creative development and copy writing for catalogs, local and national advertising, direct mail, marketing materials and web
 - ▶ Commercial photography, set design and artistic direction for a 25 page furniture catalog
 - ▶ Planning and execution for 600-1100 ft2 showrooms at High Point, NC; Las Vegas, NV; Tupelo, MS; Fitchburg, MA and Edison, NJ furniture markets
 - ▶ Management of a 1200 ft2 retail furniture store with multiple vendors. Duties including retail sales, advertising, purchasing, merchandising and accounting
 - ▶ Contract graphic design and marketing

SEPTEMBER 2002 - PRESENT: THE MONTAGUE REPORTER, TURNERS FALLS, MA

- Design Editor, Photo Editor
 - ▶ Graphic Design and page layout for a 12-20 page weekly newspaper
 - ▶ Advertising design
 - ▶ Brand development and marketing
 - ▶ Continued layout of the monthly Poetry Pages

MAY 2000- JULY 2001: YANKEE CANDLE COMPANY, DEERFIELD, MA

- Graphic Designer, Production Specialist
 - ▶ Pre-press design of a wide variety of retail signage and graphics
 - ▶ Original design for local and national advertising
 - ▶ Team focused marketing strategy development
 - ▶ Goal oriented work in a multi-deadline fast paced work environment
 - ▶ Layout, copy writing and editing for YCC's newsletter; Notes & Quotes

PROFESSIONAL SKILLS AND TRAITS

- ▶ Wide range of computer skills. Design, Word Processing, Database, Spreadsheet and Web applications including; Adobe Photoshop, Illustrator, InDesign and Acrobat, Quark Xpress, Macromedia Dreamweaver and FLASH MX, Excel, Word, ACT. Highly competent with Windows and MAC platforms
- ▶ Creative and technical visual skills including extensive graphic design experience, interior design, construction, carpentry and furniture design
- ▶ Marketing consultant, business and brand development
- ▶ Public relations, customer service
- ▶ Direct supervision and conflict resolution
- ▶ Highly flexible, able to juggle multiple tasks and meet deadlines
- ▶ Well suited to complex tasks and innovative problem solving
- ▶ Able to work independently and within a team
- ▶ Common sense and attention to detail

EDUCATION

MAY 1998 - UNIVERSITY OF MASSACHUSETTS AT AMHERST

- Bachelor of Arts, English. Commonwealth Scholar, Honors, Summa cum Laude

FALL 1989 – SPRING 1991 - CORNELL UNIVERSITY, ITHACA, NEW YORK

- Department of Design and Environmental Analysis, Interior Design: Dean's List

COMMUNITY COMMITMENT

- ▶ Ongoing involvement with the ManKind Project®. MKP is a non-religious organization that offers trainings which support men in developing lives of integrity and accountability. I am currently the Director of MKP for New England, an organization with over 700 members.
- ▶ Volunteer position as the Financial Officer for MKP New England, a 501c3 Charitable Non-Profit with a working budget of \$100,000.
- ▶ Community Educator for violence prevention; Educator/Advocate Program, Everywoman's Center (Rape Crisis Center for Hampshire County)

REFERENCES, PROFESSIONAL AND PERSONAL:

DAVID DETMOLD, EDITOR, THE MONTAGUE REPORTER (413) 863-8666
WILL FLANDERS, OWNER, VALLEYLISTS.COM (413) 625-8485
GEORGE BURCH, CEO, DATALEVER CORP. (978) 287-4377
MARK VALONE, OWNER, ATLANTIC FURNITURE, INC (413) 747-2900
KATHY LITCHFIELD, PERSONAL REFERENCE, THE MONTAGUE REPORTER (978) 724-0108
JIM HAMMOND, PERSONAL REFERENCE, THE MANKIND PROJECT (860) 281-5109