

# Pamela S. François

email: pamela@galeriefrancois.com

## Education

February 2007 Sessions School of Design  
(Distance Learning)  
Graphic Design Foundation Certificate

May 1991 Boston University College of Communication  
Boston, MA  
Bachelor of Science in Journalism

February 2002 Illinois Institute of Art-Schaumburg  
Certificate in Web Development

## Software Skills

Quark XPress

Dreamweaver

PowerPoint

Excel

Photoshop CS2

In Design (fundamental)

Flash (fundamental)

Illustrator (fundamental)

Microsoft Word

## Work Experience

### 2004-Present Freelance Web and Graphic Designer

Galerie François Photographic Art and Graphic Design

- Plan websites and printed material; develop specifications.
- Design graphics for print including brochures, program booklets, business cards, stationery, presentations, forms, etc.
- Web site design and maintenance.
- Make changes to web sites as directed by clients.
- Translate a client's marketing or informational content into a functional website.
- Map or outline a website's structural content.
- Create and edit images and graphics for website use.
- Determine possible special coding requirements for site creation including e-commerce, forms and specialized scripts.
- Create and edit copy for web.
- Set up web hosting and email accounts for new sites.
- Post completed site to internet server.

### January 2008-Present Freelance Copy Editor

American Dietetic Association, Chicago, IL

- Thoroughly and accurately proofread web-based nutritional research studies according to client's guidelines and preferred formatting style.
- Read for consistency, spelling, grammar and punctuation, adherence to ADA citation and terminology standards and specified table formatting.
- Prepare documents for final approval prior to publishing to the Evidence Analysis Library portion of ADA's website [www.eatright.org](http://www.eatright.org) for use by Registered Dietitians.

### May 2009- July 2009 Freelance Proposal Coordinator

ARAMARK Education-Downers Grove, Illinois and Philadelphia, Pennsylvania

- Remotely support business development by preparing responses to request for proposals issued by public and private education institutions for the procurement of food management services.

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## 1999-2007 Proposal/Marketing Specialist

ARAMARK- Downers Grove, Illinois

Provided support to the following lines of business within the ARAMARK Corporation: Education, Facility Services, Healthcare, Aviation, Business & Industry, Sports & Entertainment and Corrections.

Types of organizations RFP, RFQ, RFIs were prepared for:

K-12 School Districts, Colleges and Universities  
Municipal Parks & Recreation Departments  
Major US and International Airlines  
Government Defense Contractors

Private Sector Manufacturing  
Hospitals and Healthcare Organizations  
Sports and entertainment venues and amphitheatres  
State Correctional Facilities

### Responsibilities:

- Support three to five directors of business development, field operations directors and managers, as well as internal corporate departments in a fast-paced, deadline-driven, time-sensitive environment.
- Execute the review of Requests for Proposal/Qualification/Information. In coordination with director of business development, create a timeline for the acquisition of response information and the on-time completion and shipping of responses. Coordinate with project team-members to determine responsibilities for acquiring necessary legal certifications, bid bonds, staffing recommendations, financial and pricing documents, etc.
- Manage day-to-day operational aspects of the response to request for proposal process. Coordinate production schedule and supply requirements with administrative assistants; create final document utilizing QuarkXPress.
- Effectively apply corporate methodology, quality assurance procedures; ensure supplemental project documents are accurately completed and archived properly.
- Interface with key department personnel throughout the organization to obtain information necessary to compile the most comprehensive, yet concise proposal responses.
- Ensure that responses to RFP/RFQ/RFIs reflect multiple corporate brands and design requirements developed by the ARAMARK's corporate branding department, as well as any affiliated marketing and design vendors.
- Work with supply vendors to develop custom binders, sleeves, tabs and giveaways for potentially high-revenue generating accounts.
- Support internal departments with the development of trade show materials including customized marketing kits.
- Design and produce engaging, informative and well-organized marketing material (brochures, presentations, signage, etc), unsolicited proposals and feasibility assessments, as well as client reports for the various lines of business. Utilize appropriate software to revise templates or previously designed collateral marketing pieces as necessary.
- Properly track and report project hours and supplies utilized.
- Contribute to ongoing maintenance of department's extensive library of digital images.
- Effectively communicate progress status and keep director of business development abreast of relevant project information concerning addenda, or changes to the initial RFP/RFQ/RFI documents.
- Possess general understanding of graphic design principles and graphic design layout software.
- Possess a thorough knowledge of the company's extensive lines of business and services offered.
- Keep track of lessons learned and share those lessons with department team members to implement any new efficiency in the process.