

**Debra D. Rezeli**  
1535-132 Caraleigh Mills Ct  
Raleigh, NC 27603  
919-821-2159 home  
919-971-3788 cell

page 1/2

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WORK EXPERIENCE

**CEO and Owner** | 2D Designs, Inc., Raleigh NC 01/07-present  
Established business consulting service; aided companies in development and execution of marketing/communication plans; conducted brand assessments of existing efforts and recommended new strategies for clients; managed operations of business including budgets, financial records, and business development; led internal and external projects with help of contract workers and strategic partners.

**Marketing and Communications Manager** | BJAC Architecture, Raleigh NC 11/05-12/06  
Managed marketing activities of group including identifying leads, researching opportunities, preparing proposals/presentations and tracking results of efforts; developed communications plan with brand strategy, public relations and advertising initiatives, and implementation of customer relationship management database; executed design/production of all internal and external communications including print, web and special events.

**Supervisor of Creative Services** | ElectriCities, Raleigh NC 05/05-11/05  
Led the creative process and planning of all projects for internal and external designers; collaborated with other departments and teams to ensure intent and integrity of design products including print publications, company website and event planning; participated in scheduling, budgeting and execution of communications strategy; worked with leaders of member municipalities to aid in branding and advertising initiatives.

**Graphic Designer** | CAI Communications, Raleigh NC 01/02-05/05  
Developed creative platform and concepts with design team for both internal and external clients; executed design and layout for marketing materials and managed production; directed communication efforts including photo shoots, direct mail campaigns, advertising, corporate collateral and website design/programming.

**Freelance Graphic Designer** | Self-employed, Raleigh NC 05/00-01/02  
Designed and produced numerous projects such as logos, brochures, websites, magazines and full-length books for various clients; supplemented efforts of established design firms; maintained personal financial and performance records; performed regular computer maintenance and technical troubleshooting.

**Sales and Production Support** | Sam Gray Portrait Design, Raleigh NC 04/99-05/00  
Solicited new and existing customers to maintain and increase the customer base and to achieve sales revenue goals; prepared/delivered sales presentations and received customer orders; coordinated production with vendors and internal team; developed and implemented marketing programs such as direct mail campaigns and advertising opportunities.

**Financial Administrative Assistant** | Miller Industrial Supply, Raleigh NC 03/98-04/99  
Prepared customer invoices and processed payments in support of accounts receivable; maintained organized personnel and financial records; performed a broad range of administrative duties directly for owner including phone reception, ordering of office supplies, and file organization.

**Human Resources Assistant** | Barnhill Contracting Company, Raleigh NC 01/97-03/98  
Administered human resources policies/procedures for the organization and assisted in development and implementation of those policies/procedures; conducted new-employee orientation and on-going employee relations; assisted office manager to ensure compliance with federal/state regulations including reporting and filing of required forms.

**Certified Personal Trainer** | Self-employed, Raleigh NC 01/95-01/97  
Created personalized fitness and nutrition programs for clients; developed and produced all marketing material to generate new business; identified new leads and conducted sales presentations for potential customers; maintained client history/performance and financial records.

EDUCATION

**MBA in Marketing Management** | NCSU College of Management, Raleigh NC currently enrolled

**Graphic Design** | NCSU College of Design, Raleigh NC 08/00-05/03  
Bachelor of Graphic Design 2003

**Art Education** | ECU School of Art, Greenville NC 08/93-12/94

**Liberals Arts with Business Concentration** | Peace College, Raleigh NC 08/91-05/93  
Associate of Arts 1993

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page 2/2

#### SKILLS

Mac and PC platforms  
Adobe: PhotoShop, Illustrator, ImageReady, GoLive, InDesign, PageMaker, Acrobat  
Macromedia: Flash, Fireworks, Dreamweaver  
Microsoft: Word, Excel, PowerPoint  
CRM Database Software: NetSuite, Deltek  
Other: HTML, CSS, QuickBooks

#### PROFESSIONAL INVOLVEMENT

Director of Finance | ALGA Raleigh Chapter 06/06-present  
Professional Member | ALGA (formerly American Institute of Graphic Artists)  
Member | SMPS (Society for Marketing Professional Services)

#### PRESENTATIONS/PUBLICATIONS

"Ethics and Intellectual Property", NCSU College of Design Art & Design Studio, Raleigh NC; February 2006  
"Branding a City", Farmville Economic Development Special Meeting, Farmville NC; April 2005  
"Graphic Design 101", NC Public Power Annual Information Officer (PIO) Meeting, Greensboro NC; February 2005  
"Internal Branding", co-presented with Tim Shore – BCBS Brand Manager, Triangle Society for Human Resources Management (TSHRM), RTP NC; November 2004.  
"Proportions in Graphic Design: Using the Grid", Girls on Track (Joint venture of NC State, Meredith College and Wake County Public Schools), Meredith College; June 2004  
"New Type Technology: Open Forum," [Tweak - The Design Journal for the Carolinas](#), Third Quarter 2003

#### ADDITIONAL TRAINING

Managing Design for Strategic Advantage | Design Management Institute  
Marketing 101 | Meredith College Professional Studies  
Technical Communication | Capital Associated Industries  
Organizational Behavior | NC State University  
Flash Programming II & III | NCSU Computer Training Unit