

>i.d.>> susanne teichmann

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education >>

bachelor of arts
university of california los angeles

software >>

photoshop
illustrator
acrobat
indesign
quarkxpress
microsoft office

awards >>

california newspaper publishers association [cnpa]
2003—1st place, editorial layout
association of alternative newsweeklies [aan]
2003—honorable mention, editorial layout
2001—2nd place, editorial layout
1998—1st place, ad design

>track 1>> graphic design+production

1999–2003

art director/production manager [coast weekly]
independent news, arts and entertainment publication
circulation 40,000 monterey county, california
art direction/graphic design [extracurricular, freelance, pro bono clients]
monterey jazz festival, uc berkeley/haas school of business, laguna seca
raceway, tellus monterey county, foodbank san francisco, farm-to-school
monterey county, pebble beach equestrian, monterey museum of art,
landwatch monterey county

1998–1999

creative director [brinton public relations]
public relations and design services for mills agriculture inc, asimba,
big sur bottled water, monterey peninsula college, language line services,
honey hill farms, family service agency of monterey county, redi foods

1997–1998

graphic designer [coast weekly, freelance]

1994–1996

advertising designer [chico news & review]
weekly community newspaper circulation 45,000 chico, california
graphic designer [graphic works—chico news & review design agency]
avl looms, docket/sacramento bar association, sierra vistas/sierra central
credit union, truckee meadows community college

1991–1992

production manager/graphic designer [los angeles reader]
independent weekly news, arts and entertainment publication
circulation 90,000 l.a. metropolitan area
graphic designer/production [los angeles reader special projects]
bodhi tree bookstore catalog, beverage bulletin, inside the l.a. riots

editorial+publication design
advertising design+copy writing
marketing material+self-promotions
business identity+logo design
signage

>track 2>> retail management+fashion buying

1996–1997

merchandise manager [macy's monterey]
responsible for annual sales volume of \$22 million generated in women's
fashion and accessories departments. nine direct reports, staff of 100.

1992–1993

fashion buyer [motherhood maternity]
los angeles-based, nation-wide specialty retail chain. responsible for annual
sales of \$12 million. developed private label merchandise to achieve sales
and gross margin plan for 209 stores.

1990–1991

divisional store manager [robinson's beverly hills]
upscale department store. responsible for \$21.5 million sales volume
generated in 98,000 sq. ft. of home and main floor departments in flagship
store. nine direct reports.

1988–1989

product manager [clarks shoes, ltd., great britain]
formulated marketing strategy for branded footwear range manufactured
internationally; directed designers in development of product. responsible for
planning and achieving financial budgets.

1987–1988

buyer [clarks shoes, ltd., great britain]
responsible for \$20 million in sales generated in 150 men's fashion stores.
internationally bought and developed goods that reflected key fashion trends
and generated planned sales and profit.

1981–1986

**assistant department manager to buyer
[may department stores, los angeles]**

product development
high volume fashion buying
department store management
sales+profit planning
strategic marketing