

PENNI MARTORELL
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BA, Mount Holyoke College
The Martorell Press
Web and Graphic Design

SELECTED ACCOMPLISHMENTS

GRAPHIC AND WEB DESIGN:

- Designed, maintain and continue development of twenty commercial websites.
- Developed and maintained long lasting professional relationships with regular nationwide client base, providing effective and efficient design to meet their needs, whether for internal use or outside sales. Clients include MassMutual, Elyse Harney Real Estate, Better Barns Hardware, Survive the Drive, Jest In Time Theatre, Coca-Cola Fountain Sales.
- Designed, illustrated and published small press edition entitled, *Say, "Here"* a book of poems by Kim Keough, which resides in both the Mount Holyoke College and Smith College rare book collections.
- Studio assistant and colorist for Sandra Boynton, author and designer.

LETTERPRESS INDEPENDENT RESEARCH:

- Presented to the Mount Holyoke Board of Directors, my summer research experience of learning wood engraving under the tutelage of Barry Moser, illustrator and author.
- Operate my own letterpress print shop which produces, classically unique printed materials, monotype prints and wood engravings.
- Invited to show my work in The Arches Fourth Biennial Student Print Exhibition Boston University, Boston, MA.
- Authored grants to raise money to fund letterpress artwork, and printing history research.

CAREER HISTORY

THE MARTORELL PRESS, GRAPHIC AND WEB DESIGN, PROPRIETOR Amherst, MA
Major roles and functions: Graphic design for print and electronic distribution—including logo design, image development/manipulation, company identity, interoffice communication, sales programs, newspaper and magazine advertising. Work with vendors to prioritize and coordinate printed and electronic pieces within deadlines. Design, maintain and continue development of commercial, data-driven, websites. Creation and distribution of weekly electronic newsletters. One-on-one software tool instruction for professionals. Technical writing of online help files and instruction manuals.

ASSISTANT EDITOR, American Reference Publishing, Connecticut.
Author solicitation, editing and production for three, multi-volume reference book projects. Managed database and a staff of three employees.

COLORIST AND STUDIO ASSISTANT, Boynton, Ink., Connecticut
Prepared all artwork to fit specifications of various product lines, including textiles, clothing, paper products, greeting cards, novelty items and books. Oversaw color-proofing process. Cataloging and storage of original artwork materials.

ART DIRECTOR, The Merritt Group Sales and Marketing, Connecticut.
Designed and produced all elements of point-of-sale marketing materials which included game tickets, product containers, posters, flyers, menu boards, manuals, and packaging materials. Oversaw color proofing process and security printing. Managed a staff of two graphic designers.

COMPUTER SKILLS

Proficient in both PC and Macintosh networked environments.
Publishing tools — Quark, InDesign, Illustrator, PhotoShop, Acrobat, Word, PowerPoint, Freehand
Web Design tools—Dreamweaver, FrontPage, HTML, Flash, ImageReady, Java
Database tools—Oracle/SQL/PLSQL, Access, FileMakerPro

PRESENTATIONS:

- Feb. 2005 *Wood engraving and letterpress printing.*
Annual College Board of Directors meeting, Mount Holyoke College
- May 2005 *Robert Indiana's verbal/visual Pop art icon and its relationship to the consumer culture of the 1960s.* Seminar, Mount Holyoke College.
- Dec. 2004 *Chromolithography: Its process and introduction into South Asia.*
Senior Seminar, Mount Holyoke College

GRANTS/AWARDS:

- 2004 Mount Holyoke College Summer Research Fellowship to study wood engraving with Barry Moser and letterpress printing with Art Larson.
- 2005 Phyllis Walsh Crocker Memorial Scholarship Fund for scholastic excellence, excellent creativity, and innovation.
- 2004 John P. and James F. Mahoney Memorial Scholarship
- 2005 James Z. Naurison Scholarship

GROUP EXHIBITIONS:

- 2005 *Arches Fourth Biennial Student Print Exhibition*
808 Gallery, Boston University, Boston, MA
- 2005 *Musing Ourselves Over Coffee: FP Artists Create Anew.*
The Thirsty Mind, South Hadley, MA
- 2004 *Musing Ourselves Over Coffee: FP Artists Create*
Rao's Coffee House, South Hadley, MA

COLLECTIONS:

- Mortimer Rare Book Room, Neilson Library, Smith College, Northampton, MA
Mount Holyoke College Rare Book Collection, South Hadley, MA

BUSINESS QUALIFICATIONS:

- Management** Volunteer coordinator for non-profit organization. Continuing education seminars on managing people; women as managers; organization efficiency building and effective communication.
- Sales Support** Prepare presentations, contract development, negotiations support, corporate image design and promotional materials design.
- Reporting** Sales projections; market comparisons; status reports; traffic reports; project and advertising evaluations.