



Ruth Carapella
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Experience:

Principal, Pen Craft Design Company. Alamosa, CO (6/1994 to present).

Graphic design: Over ten years experience designing ads, brochures, travel service pieces, interpretive brochures, product labels and catalogs for print. Experienced in working with service bureaus and printers. Skilled in designing web pages, preparing images for web use and basic HTML coding. Proficient with both MAC and PC. Over eleven years experience with Photoshop, Freehand and PageMaker. Over six years experience with Dreamweaver and Fireworks. Five years experience with InDesign. Two years experience with Quark and Illustrator. Prepare ads, including layout, design and copywriting, on a weekly basis for several clients.

Freelance writing and editing: Over 50 published articles. Have ghostwritten several articles for clients. Hired by a North Idaho design firm to rewrite a state-sponsored 24-page tourism piece. Recipient of six first place and nine second place awards between 2001 and 2005 in Colorado statewide newsletter contest.

Copywriting: Copywriting and layout for sales brochures and other sales literature; copywriting for direct mail advertising; research, layout and article writing for newsletters; script writing for a training video; preparation of ad copy; creation of direct mail letters for marketing and public relations purposes.

Marketing: Seven years experience preparing marketing plans. First place winner in a Leading Edge business competition for business/marketing plans.

Member Services Administrator. San Luis Valley Rural Electric Cooperative, Monte Vista, CO (6/1999 to 1/2004).

Hired as a part-time communications specialist in June 1999 to interview, photograph, write articles, and complete printer-ready layout for a monthly 8-page 2-color newsletter. Also responsible for two to three press releases per month, three to four black and white newspaper ads per month, three to four full-color magazine ads per year, about six to 10 full-color brochures per year, an annual report and associated member materials and other marketing and promotional pieces. In August 2000, became a contractor for the company handling all of the above projects. In January 2001, was hired full-time as member services administrator. In addition to the above tasks, also responsible for managing public relations, community programs, management of Touchstone Energy® brand and community projects. Returned to contractor status in January 2004.

Copywriter and Junior Graphic Designer. Savvy Marketing, Inc. Coeur d'Alene, ID (4/1997 to 3/1999).

Responsible for a variety of tasks including preparation of copy for advertisements, direct mail, brochures, flyers, web pages, area tourism magazines, radio spots and other promotional pieces. Served as ghost writer preparing letters, news releases, magazine articles, brochures and other written materials for a local agricultural organization. Responsible for preparing a monthly newsletter. Wrote marketing plans. Prepared proposals and bids. Approximately 12 to 18 hours per week.

Planning Team Leader. USDA Forest Service, St. Maries Ranger District, St. Maries, ID (4/1993 to 5/1994).

Served as a member of a six person leadership team for the St. Maries and Avery Ranger Districts. Directed all phases of project planning including public relations. Duties included managing a complex budget and preparing correspondence for planning documents. Received a cash award for superior performance. Supervised 14 to 22 employees. Took advantage of a government-wide buyout program to reinvent myself and change career paths in May 1994.

Timber Management Assistant/Silviculturist. USDA Forest Service, St. Maries Ranger District, St. Maries, ID (7/1991 to 4/1993).

Responsible for timber sale preparation. Wrote silvicultural reports, edited timber reports, managed a budget of over a million dollars, coordinated program implementation and public relations. Supervised four to six employees. Received a cash award for project leadership.

Supervisory Forester. USDA Forest Service, Pacific Northwest Regional Office, Portland, OR (8/1989 to 7/1991).

Attended a two year technical training program in logging engineering at Oregon State University.

Supervisory Forester. USDA Forest Service, Kettle Falls Ranger District, Kettle Falls, WA (7/1987 to 8/1989).

Managed district timber sale program. Received a cash award for improving the district's planning process. Supervised three to four employees.

Forester. USDA Forest Service, Fortine Ranger District, Fortine, MT (8/1985 to 7/1987).

Led small sale program. Received an award for program accomplishments. Supervised one to four employees.

Forester. USDA Forest Service, Spotted Bear and Hungry Horse Ranger Districts, Hungry Horse, MT (6/1982 to 8/1985).

Forester trainee from 1982 to 1984. Wrote planting prescriptions, identified available planting stock, and prepared and administered a planting contract.

Forestry Technician. USDA Forest Service, Palouse Ranger District, Potlatch, ID (5/1979 to 11/81).

Forestry field work including brush piling, tree planting, tree thinning, and tree measurement. Duties included running chainsaw and use of measurement equipment. Map and compass skills.

Education:

Graphic Design, North Idaho College, Coeur d'Alene, ID.

Completed all classes in core program for graphic design.

Advanced Logging Systems Training Program in Logging Engineering Oregon State University, (graduate studies) Corvallis, OR.

Bachelor of Science, Forest Resources Management, summa cum laude, University of Idaho, Moscow, ID.

A list of references, published articles, clients and samples of completed projects are available by request.