



## Ruth Carapella

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### Experience:

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

*Graphic design:* Design logos, letterhead, business cards, ads, brochures, billboards, product labels and catalogs for print. Experienced in working with service bureaus and printers. Proficient with common layout and design software programs such as Photoshop, InDesign and Illustrator.

*Web design:* Approximately ten years experience in web design. Skilled in html coding and use of design software such as Dreamweaver, Fireworks and occasionally, Flash.

*Freelance writing and editing:* Over 50 published articles in magazines (*Timber West Magazine, Women in Natural Resources and Colorado Country Life*). Wrote text for several articles and brochures on electric industry issues for Colorado Rural Electric Association between 2006 and 2008.

*Copywriting:* Frequently write copy for brochures and other sales literature and direct mail advertising; have written several radio spots each month for electric utility company for about six years; regularly prepare ad copy and copy for direct mail letters for marketing and public relations purposes.

*Accomplishments and Awards:* Since July 1999, responsible for production of an 8-page, 2-color newsletter for a local electric utility. Duties include photography, interviews, writing, layout, design and preparation of printer-ready files. Recipient of thirteen first place and fourteen second place awards between 2001 and 2008 in Colorado statewide newsletter contest among electric cooperatives for this newsletter.

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

Hired as a communications specialist in June 1999. 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. 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 this position, in addition to the above, in charge of managing public relations and community programs; management of Touchstone Energy® brand; and budgeting for projects. Returned, by choice, 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 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 organizations (Bluegrass Growers Association and North Idaho Tourism Board). Responsible for preparing a monthly newsletter. Wrote marketing plans. Prepared proposals and bids. About 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 forestry-related project planning including public relations. Duties included managing a complex budget and preparing correspondence for environmental planning documents. Received a cash award for superior performance. Supervised 14 to 22 employees. Accepted government-sponsored buy-out program to change career path.

**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 program for timber sales under 1 million board feet in size. 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 for recently harvested areas, identified available planting stock, and prepared and administered a tree 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 chain saw 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.*

*Sample projects are available online at [www.pencraftco.com](http://www.pencraftco.com).*