



ROBIN SHERRER

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OBJECTIVE

I am seeking the opportunity to work in an environment that values and utilizes intellectual, creative, and conceptual initiative, processes and experience.

SKILLS

Creative program conceptualization and presentation abilities

Adobe 5 Creative Suite: Illustrator, InDesign, Photoshop, DreamWeaver, Flash, on both Macintosh and PC platforms

Create systems, organize, and run outreach programs and events

Proficient in Microsoft Office applications on both Macintosh and PC platforms

SalesForce training

Knowledge of prepress and offset printing processes

Experience in front end web design

EXPERIENCE

JULY 2002 — JANUARY 2013

Friends of Camp Mather

Director, President, Volunteer Programs, Webmaster Designer, Merchandise Design Orders

- Re-Established this dying support organization in 2002
- Achieved 501(c)3 status following Nolo Press directions
- Developed three volunteer programs: the successful fundraising Volunteer Leader program, the volunteer Naturalist and Artist-in-Residence programs.
- Worked with San Francisco Board of Supervisors to draft, and pass, the Camp Mather Anti-Privatization Resolution in 2007
- Solicited logo design, designed five years of t-shirt, hat, water bottle merchandise; and worked with vendors, inventory control
- Worked with SFR+P on a lease for the Camp Mather General Store; annual \$1 rent, all profits remain at camp; FoCM and SFR+P decide together how funds raised are spent, all other funds raised remain under the purview of FoCM
- Solicited and led volunteers in hands-on picnic table building
- Ran the first Annual Mather Family Celebrations, in January/February that includes food sales, musicians, silent auction, merchandise sales, outreach, and informational exhibits, and arts
- First and second generations website design and maintainance
- Mass emails and updates to 3,000 person email list
- Weekly summer raffles
- Purchases and delivery arrangements of hospitality and recreational materials and equipment for camp
- President September 2002—March 2011, Director March 2011—present, volunteer full-time Rec Director July—September 2002
- Fundraising with merchandise sales, and with memorial “in lieu of flowers” donations with handwritten acknowledgements
- Continuous outreach
- Supported Strawberry Music in renewing their Camp Mather lease with San Francisco Recreation and Parks Department

AUGUST 2011 — FEBRUARY 2012

Seton Medical Center

EKG Technician, Lead Electrocardiograph Tech for Cardiology

- Performed EKG tests on outpatients
- Updated the GE Muse database system to increase referring physicians satisfaction, corrected the system to automatically deliver EKG's to their faxes
- Followed all HIIPA regulations
- Maintained and updated equipment, programming and supplies on the GE EKG carts in the cardiology department and the hospital; developed and led training sessions on mechanical and database updates.

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ROBIN S HERRER

EXPERIENCE CONTINUED....

EDUCATION

San Francisco City College
Electrocardiograph Technician
Graphic Communications

UC Berkeley Extension, Marketing

Loyola University, Chicago

Muskingum College, Ohio

SEPTEMBER 2010 - MAY 2011

CCSF, CPMC

EKG Student, Intern

- Electrocardiac Technician program, accelerated to complete classwork in 1 semester, top of the class; interned at three CPMC facilities.

OCTOBER 2009 — APRIL 2010

RCC, Inc, RRLH, Inc.

Website Design

- Design and preliminary creative work for the introductory website for leisureworld.com; continuing liaison with next-step developers advocating for client's vision.

JUNE 2009 — SEPTEMBER 2009

Sloat Design Group

Intern

- Designed restaurant sign and wall menu sign, instructional cooking illustrations, graphic production work on packaging, signage, POP display, decorative photo mattes, minor administrative work.

JUNE 2007 — MAY 2009

CCSF

Graphic Communications Student

- Graphic Communications program with emphasis on web, collateral, and publication using the Adobe Creative Suite. Dean's List; 4.0 GPA; 4 works in a juried AIGA show; posters and logos chosen or departments and events.

FEBRUARY 2003 — SEPTEMBER 2007

Pinnacle Research

Executive Recruiter

- HR Recruiting and research for clients including Johns Hopkins, biotech companies, and publisher. Designed company stationery and holiday mailings.

SEPTEMBER 2000 — JUNE 2002

Liquid Thinking

Executive Assistant

- Supported the CEO and Chief of HR in this dot.com professional services firm.
- Assisted executive staff in moving the 120-person company four times in two years.
- Arranged client meetings, board of director meetings, and assisted with employee events.

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ROBIN SHERRER

EXPERIENCE CONTINUED....

EXTRACURRICULAR

Camp Mather Matters

*Continuing classes
CCSF, CCA, Skyline*

Ravelry member, Avid knitter

Calligraphy

*American Institute of
Graphic Artists member*

MAY 1995 — SEPTEMBER 2000

Surfaces Wallcoverings

**Manager, Designer, Client Services, HR,
Showroom Coordinator, Collateral Design,**

- HR - placing ads, phone and in-person interviews
- Wallcovering design and production
- Customer and showroom relations.

NOVEMBER 1988 — MAY 1998

Heidi Cortese, O'Neill House

Graphic Designer, Calligrapher, Event Planner

- Full-time until 1995, continued part-time until 1998.

MAY 1995 — SEPTEMBER 2000

Surfaces Wallcoverings

**Manager, Designer, Client Services, HR,
Showroom Coordinator, Collateral Design,**

- HR - placing ads, phone and in-person interviews
- Wallcovering design and production
- Customer and showroom relations
- Designed and implemented systems for production
- Started as a line painter in production, eventually created the office manager position that I moved into
- Sourced printing and supplies as needed
- Designed forms and processes for production and administration

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