



Kim Critz
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kimcritz.com

Kim (MacPhee) Critz Curriculum Vitae



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Client Portfolio

<https://kimcritz.com>

Connect on Social Media:

Facebook: <https://www.facebook.com/kimcritzdesign/>

Twitter: <https://twitter.com/kimcritz>

LinkedIn: <https://www.linkedin.com/in/kimcritz/>

Instagram: <https://www.instagram.com/kimcritz/>

Pinterest: <https://www.pinterest.com/kimcritz/>

HIGHLIGHTS

- 20+ Years of Web and Print Design Experience
- 10+ years Teaching in Michigan Public Schools
- Experience in international business including presenting to large corporations: Target, Kmart, JC Penney, Walmart and Mall based chain stores.
- 10+ years teaching and utilizing Stephen Coveys, the 7 Habits of Highly Effective People
- Certified Corporate Coach and Certified Corporate Trainer

EDUCATION

Marygrove College
M.ED Education
2003 - 2006

Western Michigan University
BA Art Education
1992 - 1995

Ferris State University
Visual Communications/Graphic Design
1991-1992

SPECIALTIES

Graphic design
Print Design
Web design
Strategic Branding
Social Media
Adobe Design Suite Photoshop, Illustrator, InDesign
Catalog Design
Coaching
Customer relations
Leadership
Marketing,
Marketing materials,
Meeting facilitation,
Microsoft Office Suite- excel, office, outlook,
powerpoint, publisher, word
Networking
Packaging
Press releases
Publicity
Sales
Teaching, training, workshops

BACKGROUND

Owner | Designer | Brand Strategist

Kim Critz Design

2007 - Present

Branding Expert | Website & Print Design | Social Media Marketing for Small Business

Individual and Team Strategic Marketing Coaching

Portfolio can be found here: <https://kimcritz.com/client-portfolio/>

Marketing Outreach Campaign and Design Manager

Guest House, Inc.

Lake Orion, MI

- Directed/Designed all Marketing: Web, Print and Social Media
- Facilitated company wide-marketing meetings

Marketing and Product Development Manager

Teacher's Discovery

- Designed products to enhance classroom learning including: publications, games, PowerPoint presentations, flashcards, room décor, incentives
- Art Direction and Coordinated freelancers and the budget for the Foreign Language Department
- Led all marketing initiatives including email blasts
- Web advertising, catalog design and SEO for overall Website.

Director of Development

Northwestern Mutual

Troy, Michigan

- Certified Corporate Coach- Coached all under three year financial reps to higher activity, held them accountable to meeting commitments they set for themselves and to meeting company expectations
- Coached Financial Representatives over 3 years
- Certified Corporate Trainer- Facilitated and organized all training and development for Eastern Michigan's Network Office
- Facilitate Client Builder meetings, present twice per year at staff retreats, facilitate communication 'workshops' 5 times per year during Sales School
- Played an active role in the interviewing process and held a key management and leadership role in Network Office
- Maintained and communicated Network Office values of growth, excellence, integrity and community

Director of Art and Product Development

Colorbok, Inc.

Ann Arbor, Michigan

- Directed team of 9 designers and one product launch manager in the development of stationery and toys for children
- Traveled to Hong Kong to QC product, complete press checks and source materials
- Traveled to New York to direct set up of International Toy Fair booth, trend shop and attend licensing meetings with Nickelodeon and Scholastic
- Present new product concepts to the Target Corporation, developed three back to school lines for the Target Corporation.
- Worked with design team to develop product, packaging and marketing materials utilizing Adobe Illustrator, Adobe PhotoShop
- Managed all marketing support including sell sheets, catalog development, printing, photo shoots, and all other marketing materials needed

High School Studio Art, Graphic Design and Business Technology Teacher

Art Department Chair Manchester School District

Manchester High School

Visual Arts Program:

- More than tripled enrollment in art courses within 2 years
- Brought more than \$12,000 in grant money to the art program
- Managed Artist In Residence Program, bringing artists from the community into the classroom
- Art courses taught: Intro to Art, Advanced Graphic Art, Advanced Studio Art
- Designed curriculum for high school Art to meet national standards and benchmarks along with working with other departments.

Business Technology:

- Career development, resume writing, portfolio development, term paper formatting, budgeting, organizational skills, interviewing techniques
- Engaged students in learning more advanced features of software including Ms Word, Ms Excel, Ms PowerPoint, Ms Publisher
- Chair of Leadership and Design Committee, bringing \$24,000 in Washtenaw County ISD grant money to the district
- Member of the National Central Association on School Accreditation Committee, National/Michigan Art Education Association, MACUL technology organization

High School Teacher Business and Art

Art Teacher Grades 9-12, Technology/Software Applications Teacher Grades 9-12

Vicksburg High School

Yearbook Advisor/Journalism Teacher Grades 9-12, Boys and Girls Tennis Coach