

MARIANNE T. HOULE

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SUMMARY Over 20 years of marketing communications experience with significant achievements in the creative development of:

- ❖ Website design and development
- ❖ Flash banners and animation
- ❖ Interactive training programs
- ❖ Business communications
- ❖ Consumer education/information
- ❖ Healthcare marketing
- ❖ Print advertising and collateral
- ❖ Catalog marketing

BUSINESS PHILOSOPHY

To contribute to the growth and success of my clients by providing creative marketing communications services supported by sound marketing strategy, practical implementation, and the highest professional standards.

WORK EXPERIENCE

2002 – **HOULE MARKETING COMMUNICATIONS/HMC WEB!**
Present 109 N. Emerson Street, Mt. Prospect, IL 60056

Web design and development: Expanded expertise in 2002 to include planning, design, and execution of business and association websites. Proficient in Adobe Photoshop, ImageReady, Dreamweaver, Flash, FrontPage, Microsoft Word, PowerPoint, with some experience in Quark, InDesign and Illustrator. Completed coursework in HTML, XHTML and CSS coding in 2009.

WEBSITE DESIGN AND DEVELOPMENT

www.BetterLivingHomeImprovements.com	www.HMCWeb.com (active)
www.CasasLindasDevelopmentCorporation.com	www.NicolosiFitch.com (active)
www.ClonedSheepEntertainment.com	www.NicolosiMovers.com (active)
www.CongUCC.org (active)	www.TheRelationshipStudio.com (active)
www.Domestic-Tranquility.com (active)	www.WeJam.com

FLASH® DESIGN**BANNERS**

Buck Company, Inc. (www.metalcastingdesign.com)
Burnstein von Seelen (www.metalcastingdesign.com)
Decatur Foundry (www.metalcastingdesign.com)
Farrar Corporation (www.metalcastingdesign.com)
Southwest Steel Casting Company (www.metalcastingdesign.com)

ANIMATED MOVIES

Congregational United Church of Christ 50th Anniversary (www.congucc.org)
Covenant (www.hmcweb.com/covenant.html)
Creation (www.hmcweb.com/creation.html)

1987-2009 **HOULE MARKETING COMMUNICATIONS**
109 N. Emerson Street, Mt. Prospect, IL 60056

Developed corporate communications, catalog marketing, sales support, training, and advertising materials for Chicago-area businesses, associations and agencies. Worked with in-house creative departments on pilot programs as a copywriter/editor and graphic designer/illustrator.

1980-1987 **JAMES E. RUTHER AND ASSOCIATES, INC., ADVERTISING**
Chicago, IL

Creative Director - 1981/1987
Copywriter/designer - 1980

Creative Services: Coordinated production of agency projects for professional/trade advertising with major accounts in dental, veterinary and cosmetic chemicals fields. Created marketing campaigns for print, mail, audio-visual, sales support and convention/trade shows. Served as chief agency copywriter and layout artist.

Account service: Worked with client R&D departments, conducted interviews and participated in focus group sessions. Helped develop short- and long-range strategic plans. Prepared and participated in new business presentations.

1976-1980 **CENTEL CORPORATION** Public Relations Staff Writer - 1980
Chicago, IL Public Relations Staff Artist -1976/1980

Contributed to the development and production of corporate publications and local advertising materials for telephone, electric, cable and business systems.

1972-1974 **ST. SCHOLASTICA HIGH SCHOOL**
Chicago, IL Art Teacher -1972/1974

EDUCATION

UNIVERSITY OF ILLINOIS, O'REILLY SCHOOL OF TECHNOLOGY
Successfully completed "Introduction to HTML and CSS," 2009

ILLINOIS INSTITUTE OF ART, Schaumburg, IL
Certificate of Professional Development: Web Design, 2002

ROOSEVELT UNIVERSITY, Chicago, IL
MS in Marketing Communications, 1984.

AMERICAN ACADEMY OF ART, Chicago, IL
Two-year study of graphic design and illustration, 1973-1975.

EASTERN ILLINOIS UNIVERSITY, Charleston, IL
BFA, 1972, BS in Education, 1972.

PUBLICATIONS

Scripture Out Loud: Dramatic Readings For Lent and Easter, Marianne T. Houle and Jeffrey L. Phillips, Augsburg Fortress Publishers, Minneapolis, MN, 1999.