

# Sandra FitzGerald

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## QUALIFICATIONS SUMMARY

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I have proudly been involved in the entertainment and action sport industries for over 20+ years. Working with corporations involved in Special FX, Music, Apparel, Action Sports and Power Sports. In that time I have worked in Administrative, Sales, Customer Support, Marketing, and Design positions. I've been trusted with many important rolls throughout my career, and because of my experiences, I truly believe I will be a great fit for whatever position is required of me in any corporate environment. I am a well rounded and passionate worker who is accustomed to performing in deadline-driven environments with strong team player values and a proven ability to multi-task, prioritize and problem solve.

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## TECHNICAL PROFICIENCY

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**PLATFORM:** Mac OS X10

**APPLICATIONS:** Adobe Creative Cloud: AI, PS, ID, DW, FW, Acrobat 9 Pro  
Office Suite (Word, Excel, PowerPoint, and Outlook)

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## EMPLOYMENT HISTORY

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**AMP Factory / MAG group (TR),** Irvine, CA 92606

**Jun 2015-Oct 2016**

*Manufacturer and Distributor of power-sports motorcycle hard parts and riding gear*

### Graphic / Product Designer

- Design for digital advertising
- Design production and implementation for email marketing
- Design preproduction for annual catalogs: layout, product and copy placement, graphics, product specs, part number grids and price list creation
- Product design for FirstGear® gloves
- Product photography
- Server and image management

**Leatt Corporation,** Santa Clarita, CA 91350

**June. 2010- Nov 2014**

*International Manufacturer and Distributor of power-sports and cycling protective equipment*

### Graphic Design / Marketing Assistant

- Design for magazine print and digital advertising
- Execute marketing needs; working directly with advertisers
- Maintain and manage marketing materials
- Design production and implementation for email marketing
- Design creation of materials; business cards, letterhead, envelopes

- Design creation of POP and Internal business products
- Design preproduction for annual catalogs: layout, product and copy placement, graphics, product specs, part number grids and price list creation
- Sales coordination for monthly product specials (flyer and sell sheets)

**AT Battery Co. (atbatt.com)**, Valencia, CA 91355

**Nov. 2008 - 2010**

*National Distributor of batteries and electronics*

**Graphic Design / Marketing Assistant**

- Design for digital advertising
- Web design of functional graphics for all company web sites
- Design production and implementation of email marketing
- Execute marketing needs; working directly with advertisers
- Maintain and manage marketing materials
- Design of new product packaging and promotional products
- Creation internal business logos, products and promotions
- Product photography and image management

**Helmet House, Inc.**, Calabasas Hills, CA 91301

**Jan. 2000 - 2008**

*National Distributor of motorcycle helmets and apparel*

**Art Director / Graphic & Product Design Specialist**

- Design and development of motorcycle rider apparel product lines
- Direct, design and assist associate designers with creation and development of AXO Motocross and Enduro apparel lines
- Contribute in product development of apparel lines
- Design production and implementation of email marketing
- Responsible for designing interior and exterior signage
- Designs for custom logos and window graphics
- Creation of POP and outside sales marketing tools
- Design and preproduction for annual catalog including layout, product and copy placement, graphics, specs, part number grids and price lists
- Product photography and image management

**Helmet House, Inc. - Continued**

**Marketing, Customer Support, Race and Sales Support**

- Handle incoming calls; retail, dealers, rider support
- Maintain existing account base; order entry, problem solving, follow through
- Execute marketing needs; working directly with advertisers
- Maintain and manage marketing materials
- Customer relations; liaison between sales force and client base
- Execute problem solving and continual follow-up

## **Previous Employment**

*Various companies and industries*

### **Held various sales, administrative titles & responsibilities**

**1990 - 2000**

Design Assistant, Receptionist, Administrative Assistant

- Administration of accounts receivable, payable, and collections
- Telemarketing Sales, Customer Support and Assistant Sales
- Maintain sales logs and rider contest standings
- Apparel design graphics (Shirts, Hats, Sweatshirts)
- Creating printed materials; business cards, letterhead, envelopes

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## **EDUCATION AND ACHIEVEMENTS**

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- Graduated Simi Valley High School, 1989
- Lynda.com Graphic Design Academy, 2000-2005