

# GRETCHEN TIPPS

## CONTACT

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MARKETING • DESIGN • COMMUNICATIONS • PUBLIC RELATIONS • PROJECT MANAGEMENT

## WORK EXPERIENCE

### BAY ROAN CREATIVE LLC

July 2014 – Present | Vinton, Virginia

**Owner/Director of Design and Marketing:** Working remotely on a freelance and contractual basis, I design print and digital materials of all kinds; design websites; coordinate marketing and advertising between local businesses and media outlets; and handle social media business accounts.

*Current and past clients include:*

- » Berkshire Hathaway HomeServices Smith Mountain Lake Real Estate: Coordinate all marketing, including design of ads, billboards, flyers, website and social media
- » Virginia Western Community College: Design annual donor magazine
- » Gold Foundation: Design annual Gold Gala digital magazine
- » LAT Wellness Studio: Created brand guidelines, designed website, and designed social media images and 5K logo
- » Lake Christian Ministries and Reel Connections for Kids: Designed websites for nonprofit organizations
- » Defense News: Designed monthly news magazine

### THE WILLARD COMPANIES

June 2017 – January 2021 | Smith Mountain Lake, Virginia

**Director of Marketing and Communications:** I promoted all the businesses owned by The Willard Companies: Berkshire Hathaway HomeServices Smith Mountain Lake Real Estate, Westlake Towne Center, Westlake Cinema, The Water's Edge Country Club, The Waterfront Country Club, and The Westlake golf course.

### THE ROANOKE TIMES

March 2007 – April 2017 | Roanoke, Virginia

**Senior layout editor, copy editor, wire editor:** I designed the daily Extra section on a tight deadline. I selected or assigned photos and graphics, edited text, selected wire stories, and wrote headlines and captions. I was the lead designer on a large special section that won a state award; conceptualized and designed an annual holiday shopping guide for five years; and conceptualized and designed a quarterly wellness magazine.

### THE VIRGINIAN-PILOT

June 2000 – March 2007 | Norfolk, Virginia

**News page designer, copy editor, and wire editor**

### THE IRON BLADE

January 1998 – May 2000 | Ferrum College, Ferrum, Virginia

**Editor-in-chief, features editor, reporter, photographer**

## EDUCATION

### FERRUM COLLEGE

Ferrum, Virginia  
Bachelor of Arts, class of 2000  
» English, French double major  
» Journalism minor

### ECOLE FRANCE LANGUE

Nice, France; summer 1999

## DIGITAL SKILLS

- » Adobe Creative Suite
- » Microsoft Office
- » Google Workspace
- » Google Analytics
- » Social media communication, advertising, design and strategy
- » WordPress, DTI, and Town News content management systems

## PROFESSIONAL REFERENCES

### CAROLE TARRANT

Coordinator of Development  
Virginia Western Community  
College Educational Foundation  
ctarrant@virginiawestern.edu  
540.857.6281

### RONALD L. WILLARD II

Vice President  
The Willard Companies  
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### ANDREA FANSLER

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