



BERNADETTE QUIST

Print and Online Content Professional

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www.quistcommunications.com

SUMMARY ~ practical, creative, digital and offset print / online content delivery specialist

Balancing common sense with sense of urgency, I am a collaborative problem solver who is adept at both digging into the details of an issue and panning out for a big picture perspective. My goal is to meaningfully partner with teammate-clients by knowing my industry and organization, while being open to change, continuous learning, and connecting - with healthy doses of fun and humor! With over 25 years of experience in the printing / graphic arts industry, I have the ability to work efficiently when time is of the essence, yet deliberately when taking time to think things through leads to better, longer-lasting solutions and “[Messages that Resonate.](#)”

Areas of concentration: Client and Co-Worker Relationships, Innovative Collaboration, Networking, Writing, Documentation, Work Flow and Process Improvement, Communication Design, Public Speaking

EXPERIENCE

Account Manager – Adair Graphic Communications

Ann Arbor, MI

February 2017- February 2019

[Digital and Offset Printing](#) | Variable Content Management | Facebook Page Manager
[Software Development](#) | [Automated Catalog Page Creation](#)
[Web-Based Catalogs](#) | Flexible, Device Adaptive Communications

Printing/ Online Content Delivery – Quist Communications

Ann Arbor, MI

February 2017 – Present (side projects)

Quist Communications used for ancillary writing projects, such as book reviews for The BRICK magazine and a few Adair customer interviews. Site also used to test and show “Flip-Book” demos, non-scrolling, online PDF versions of print catalogs. Adair did both.

June 2013 – February 2017

- Designed and built websites for all clients.
- Sold new Mandy and Pandey Activity Book to first public school system customer (pilot curriculum book for elementary classes.)
- Refocused Mandy audio learning component from CD to online audio.
- Built [www.mandyandpandy](http://www.mandyandpandy.com) website ahead of schedule and at 1/3 “budgeted” cost.

Clients

Mandy and Pandey, LLC -

www.mandyandpandy.co

fun and easy way for kids to learn Chinese

Kings Time Printing -

www.kingstimeprinting.com

US Sales Agent, Chinese Book Manufacturer

Ann Arbor Shoe Repair

a2shoerepair.com

Author Linda Fitzgerald

www.deathatthedoorstep.com

Marketing Manager - Original Cottage Inn / Quarter Bistro

Ann Arbor, MI

2015-2016

- Initiated and completed co-branding initiative for The Quarter Bistro and The Original Cottage Inn. Doubled exposure for two unique restaurants with same owner. No ad budget increase.
- Managed print, email, social media, websites (Wordpress) for Quarter Bistro and Original Cottage Inn.
- Gained 20-24% open rate with and aligned email activities for two restaurants with “Fishbowl” pgm.
- Coordinated affiliate marketing effort with Michigan Theater, sample food tasting and email sign-up.

Client Advisor & Internet Sales – Suburban BMW & Chevy/Cadillac

Ann Arbor, MI

2014-2015

BMW Sales / Online Chevy Cadillac sales using Wilson Technologies CRM management software.

Executive Director - Dexter Area Chamber of Commerce

Dexter, MI

2013

- Organized joint golf outing fund-raiser with Chelsea Area Chamber of Commerce.
- Built schedule of events to increase Chamber of Commerce relevance Membership inc. 21% in 5 mos.
- Hosted "Pure Michigan" breakfast presentation. Dexter subsequently featured in regional ad campaign.

Contract Flight Attendant - USA Jet / Active Aero Group

Willow Run Airport, MI

2010-2012 (*Position held concurrent with Educational Foundation of Dexter*)

Provided service, safety compliance and security on Charter Flights for NCAA Sports Teams, Ford Executives, and entertainment clients, Bruce Springsteen crew. Passenger service discontinued.

Development Consultant / Grants Chair - Educational Foundation of Dexter

Dexter, MI

2007 - 2012

- Repositioned Educational Foundation of Dexter (EFD) annual silent auction fundraiser from outside the school district to a local venue. Revenue increased 50%. (More on www.quistcommunications.com.)
- Initiated move to WordPress website. Trained board members to help maintain site.
- Managed print, email, social media.
- Created student intern program. Students gained valuable work experience by contributing creative services: writing, photography, website design, fine art for annual silent auction, etc.
- Established Dexterity Honor Roll. Parents recognized staff by donating in their honor, 10% increase in donations.

US Sales Agent / Co-Owner

Ann Arbor, MI

Kings Time Printing Press – Four Color Book Manufacturer

Hong Kong & Shenzhen, China

1994 - 2009

- Serving Self-Publishers, Booksellers, Independents, Small to Medium size publishers.
- Established U.S. market presence for Kings Time, increase \$900,000, '05-'08 (debt-free).
- Website project manager Kings Time Printing 2008 and 2016. Guided design, content organization.
- Increased sales 200% '04-'05, photo album / journal product line designed with Border's Group buyer.
- Coordinated complex product specification as liaison between Hong Kong office and clients
- Managed 400% growth of client Edwards Brothers – AAM Group, over three year period

Manufacturer Sales Representative - Sheridan Books

Ann Arbor, MI

1994 – 2003 (*Position held concurrent with Kings Time Printing Press*)

- Initiated Process Flow work sessions with key individuals at client Gale (now Cengage Learning) to address mutual frustration over long / unreliable schedules during peak season.
- Sales Result-Gale: 35% shorter schedules and 235% sales increase, \$678K to \$1.6Million.
- Other Client Partnerships: University of Michigan Press, American Concrete Institute, Michigan State Univ. Press

District Sales Manager

Cincinnati, OH (territory base)

Strathmore Paper div. of International Paper Company

Westfield, MA (headquarters)

1984 - 1993

- Marketing Award of Excellence from International Paper for series of educational seminars given to graphic designers in the Midwest territory. Increased sales, developed distributor relationships.
- Record sales in new product launch across a six state area.
- Salesperson of the Year, 1988 for highest percentage sales increase among 16 territories.

RECOGNITION / OTHER

- Interim Director, Alpha House Family Shelter Silent Auction 2013 – Coordinated major fundraising event.
- Musical performance at philanthropic events with my band, The Evidence & others
- Singer-Songwriter <https://soundcloud.com/bernadette-quist/sets/bewhereiam>
- Linked-In Profile: <https://www.linkedin.com/in/bernadettmervaquist/>

EDUCATION

Western Michigan University / Kalamazoo, MI

BBA Marketing and Communications / Honors College, Cum Laude

Washtenaw Community College

Internet Technology (Dreamweaver, Coding) / Music Sequencing