



Julia Reich GAINS Profile

GOALS

- Increase number of exciting and profitable projects (Fun, Fame, Fortune)
- Find a permanent office situation, and make it the dream office I've always wanted
- Collaborate more with other creative professionals
- Run my business using referral relationships
- Go to NYC more often
- Travel

ACCOMPLISHMENTS

- Creative projects chosen to be featured in several graphic design books
- Won the 2009 Cayuga County Small Business of the Year Award
- Wrote a monthly food column for local newspaper in 2008
- Got over (most of) my fear of public speaking through Toastmasters participation
- Gave presentations on branding, self-promotion, and social media in over 8 venues
- Worked with many organizations to tell their stories using top-notch brand strategy and graphic design services, which helps create more visibility for their programs, reach more donors, and convey their mission and values.

INTERESTS

- travel • hiking • camping • long romantic walks with my two coonhounds • paddling • cross-country skiing
- cooking • frisbee • swing dancing • farmers markets • Toastmasters • documentary films • birding
- graphic design • Settlers of Catan

NETWORKS

- Marketing Mentor • Aurora Arts & Merchants Association • Certified Networker • Tompkins County Chamber
- Cayuga Club Toastmasters • Hampshire College • Pratt Institute • Audubon Expedition Institute • NY Designs

SKILLS

- graphic design • developing visual identities • art & creative direction • writing • presenting • public speaking