

Debbie Glovatsky

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HERE'S MY STORY

I'm an experienced and creative leader and designer specializing in graphic design, social media content creation, photography and retail visual merchandising.

Throw me a challenge. I can think and design on the fly and articulate ideas with ease.

My communication style is engaging, calm and professional.
I'm able to easily connect with individuals and groups at all levels.

I thrive on collaboration and teamwork.

I'm poised, polished & unflappable.

WHAT PEOPLE SAY ABOUT ME

“ Debbie is a master at pairing fascinating photos with entertaining and insightful script! Her blog is without a doubt one of the most well-constructed on the internet. We saw a direct increase in website traffic and product sales after our product was featured on GLOGIRLY.

Her design sense is without equal as is her know-how and devotion to whatever she works on.

Debbie dedicates herself to her team, building relationships based on communication and earned trust.

I'm continually amazed at her creativity and sense of style.

I loved working for her and with her. She inspired the best in me.

She's loyal, accountable, professional, and will always have your back.

”

CONTENT CREATION GRAPHIC DESIGN & PHOTOGRAPHY

GLOGIRLY-Tails of Two Funny Cats & Their Girl

2009-present

- I'm the designer, writer and marketer behind the award-winning website, GLOGIRLY.com, a pet blog focused on engaging feline-loving readers through humor, visual storytelling and clever accounts of life from a cat's point of view.
- GLOGIRLY.com specializes in beautifully-presented, lifestyle-focused product reviews, giveaways and advertorials through witty narratives and gorgeous, professional photography. Always LOL-funny with entertaining banter between Katie & Waffles, the GLOGIRLY cats, these features are incredibly popular with readers...and the 80+ brands I've worked with are positively tickled with the engagement and results.
- I've won over 50 awards for excellence in blogging, social media, design and photography,

FREELANCE GRAPHIC DESIGNER & SOCIAL MEDIA CONTENT CREATOR

2014-present

- I create graphics and write copy for branded social media campaigns and company blogs as part of clients' digital marketing initiatives. In addition, I work with agency and company leadership to develop messaging strategies and focus for social engagement.
- Content is very lifestyle driven. Designs support each brands' aesthetic and style. Copy supports the tone and personality of each brand's target.
- I create marketing collateral, signage, and designs for products and packaging. From cat lady wine glasses to pizza box toppers, because who doesn't love cats and pizza?
- **CLIENTS**
JTMega Food Marketing Hormel Foods CatLadyBox LiveShopper
Di Lusso Deli Company Regular Girl Department 56 Ideal Dinner Minneapolis
- I also work with individual clients as a graphic designer specializing in blog design, logos & branding, media kits, social media graphics, biz cards, book covers and marketing materials.

PHOTOGRAPHY

2009-present

- I fell in love with photography when I dipped my toe into the blogosphere. It's an ever-expanding passion for me that's woven it's way into my work.
- I've had the privilege of presenting at two national writing and blogging conferences. I developed, scripted and created the Powerpoint for my Photography Tips & Tricks seminar. My content was steeped in the basic principals of photography and presented in a way that was fun, informative and action oriented for a newbies-to-pro audience.
- Often, I'm contracted by pet-focused website to create content for them, including how-to articles aimed at helping pet lovers capture great images of their furry family members. Brands also come to me for custom photography, especially when they're looking for a more natural, on-location setting for their product as opposed to studio shots.

VISUAL MERCHANDISING & DESIGN

FREELANCE VISUAL MERCHANDISING & DESIGN CONSULTANT

2008-present

- Specialties included retail environments, visual merchandising, showroom set up, graphic design and branding.
- **CLIENTS**
Bernard Group Department 56 Cest Chic Women's Clothing & Accessories
Wilson's Leather Marvin Windows Feed My Starving Children

DIRECTOR, VISUAL MERCHANDISING, 2010-2011

Christopher & Banks - CJ Banks

- Reinvented visual merchandising strategy/process with nationwide rollout to 750+ stores.
- Forged strong, successful partnerships with the merchant team. I regularly participated in the evolution and planning of future apparel collections, bringing in-store execution and the shopping experience into play early in the game.
- Designed and produced monthly Visual Merchandising Floorset Guides to ensure consistent execution. Led company-wide floorset process including in-advance set ups and walkthroughs to secure buy in from senior leadership and go-forward direction.
- Recruited and built a direct report team of visual merchandising and design experts. Some of the best in their field I had previously mentored.

REGIONAL VISUAL MANAGER, 2010

Coldwater Creek, Central Region

- Provided leadership, communication, and training to a 34-store team across seven states.
- Partnered with corporate office visual, marketing and merchant teams to plan floorsets, execute mock set-ups in a virtual store environment, and create directives to guide the

SENIOR VISUAL MARKETING MANAGER & DESIGNER, 1999-2008

Macy's North - Minneapolis, MN

- In close partnership with merchant teams, I designed and developed visual merchandising concepts that brought identity and dazzle to our most important brands and categories.
- I've created pitch kits, traveled to market with merchant partners and persuaded vendors to support my ideas with their checkbooks. I helped woo our best vendors into contributing over \$3,000,000 to support new visual merchandising initiatives, environments and

REGIONAL VISUAL MANAGER, 1997-1999

Dayton's - Hudson's - Marshall Field's, based in Detroit, MI

VISUAL MANAGER, 1989-1997

Dayton's - Hudson's - Marshall Field's, based in MN, ND, WI

EDUCATION

University of St. Thomas Center For Business Excellence, Minneapolis, MN

Mini MBA Certificate Program

Easel Solutions Adobe Certified Training Center, St. Paul, MN

Completion of Advanced Adobe Creative Suite Training

University of Minnesota, Minneapolis, MN

B.S. Applied Design & Graphic Design

MacPhail Center for Music, Minneapolis, MN

Classical Piano

Computer Savvy

Mac and PC-literate, but I prefer Macs

Adobe Creative Suite - Photoshop, Illustrator, InDesign, Acrobat

Microsoft Office

FUN

I play classical piano.

I love to entertain. Every party is an opportunity for a cool, new marketing campaign.

I'm working on my first novel.

I love road trips. But stay out of my lane.

I love cats too. But you already knew that.

REFERENCES AVAILABLE