



Deborah (Bella) Lane

770-656-4007 bella@bellalanedesigns.com 5536 Strathmoor Manor Circle, Lithonia, GA 30058

Profile:

Deborah Lane (aka Bella) believes in capturing people's imagination with refreshing brand strategy and iconic creative work. Bella understands that brands should work hard for a living, both creatively and financially. Bella likes to distinguish sense from nonsense and thinks about brands from every perspective - internal culture to advertising, digital to broadcasting and print. Many offer technical assistance, but what sets Bella apart is that she combines creativity, marketing and technical know-how into common sense solutions that help grow brand awareness.

Work Experience:

FREELANCER - LITHONIA, GA – 2019-PRESENT

Bella couples today's technology with traditional advertising, marketing and public relations strategies to meet clients' objectives by amplifying their visual and oral branding.

- Created and managed budgets (between 250K - 3.5million dollars) and timelines for regional, national, and global clients with multiple offices and human capital positioned in different time zones. Alignment resulted in increased communication and workflow efficiency.
- Develop strategies and consult with C-Level executives on effective and creative tactics to meet their advertising, branding and communications goals.
- Managed and identified technology solutions to handle corporate and government clients' marketing and branding solutions over multiple digital and online platforms.
- Managed recruitment, hiring and retention of staff and contractors for all internal and external projects.
- Conceptualize and oversee development of hundreds of special events and photo-shoots for company initiatives and local government campaigns.
- Formulated concept to expand existing business venture through use of technology, causing 30 percent increase projected sales.



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FOUNDER/CEO BELLA LANE DESIGNS, INC. - LITHONIA, GA – 2003-2018

Advertising and graphic design company focused on developing B2B websites and collateral materials used to promote clients' brand through different stages of their sales process.

- Developed and led interdisciplinary teams to enhance branding and messaging for their respective companies.
- Conceptualize strategies and brought them to completion through websites, print production and employee training sessions.
- Create a process to evaluate clients needs and developed solutions tailored to address their specific challenges.

ART DIRECTOR - FEDERATED DEPARTMENT STORE, ATLANTA, GA – 2000-2003

Managed \$75 Million advertising budget for Federated Department Stores (Macys, RLG, Burdines, etc.). Designed and provided pre-press production including press checks, and color matches for mailers and in-store promotions. Managed creative audit process with Ad managers and advertising agency partners to ensure brand remained in-tact, and that accuracy of product and state tax allocations were correct for all Federated Department Stores.

PRODUCTION MANAGER - GA COMMUNICATIONS, STONE MOUNTAIN, GA – 1998-2000

Responsible for the Safeway's Super Market in-store weekly promotions and coupon book. Developed the agency's pre-flight and pre-press production system to increase efficiency. Also provided Art Direction, Photo Touch-Up and Color Correction for Macy's Catalogues and Online promotions.

Education:

- Agile Software Development - University of Minnesota - 2018
- Lean Software Development - University of Minnesota - 2018
- Software Development Processes & Methodology - University of Minnesota - 2018
- BA (Hons) History of Art, Kingston University, London, England – 1994
- BTEC in Graphic Design, SELTEC College, London, England – 1988



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Skills:

Web HTML

Web : Digital Marketing

Web Training

Web Design

Graphic & Web Designer

Graphic Arts

Print Marketing and Advertising

Graphic Design - Print and Electronic

Mobile Applications

Print Production

Graphic Design/Prepress

Desktop Publishing

Trade Show Management

Print/Media Buying

SEM/SEO

Social Media Marketing

Project Management

Awards/Articles:

National Association of Small Business Association Leadership Council 2022- PRESENT

DeKalb Chamber of Commerce APEX Small Business Award 2013

Black Enterprise Magazine - February 2008

References:

Melanie Singleton, Luna Innovations, Atlanta, GA - 404.235.6891 /

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Eric Evans, e-Squared Communications, Washington, DC - 202-423-2046 / [eric@e-](mailto:eric@e-squaredcommunications.com)

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