

Cheryl Rings

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EXPERIENCE

Capital Health Consulting, Albany, NY *Government Affairs, Health Policy & Operations Associate*

February 2022 – PRESENT

At [Capital Health Consulting](#) I jumped into the world where healthcare and government intersect. I manage several medical associations with duties that include tracking important legislation, building and editing their websites, planning and implementing outreach and engaging with the members. I manage social media & email communications, run member meetings, organize statewide conferences and grow membership through marketing. I formulated a marketing plan which included modifications to an existing daily email blast, overhauls to the social media policies that were not up to date with algorithmic changes to top platforms and redesigned the website with SEO and responsive design in mind.

Rensselaer County Sheriff's Department, Troy, NY *Senior Account Clerk*

July 2017 – February 2022

I joined a team of 3 in the Bureau of Judicial Enforcement. We were responsible for handling Court documents to be served, eviction scheduling, various methods of debt collection for both individuals and attorneys, and several other office duties. My position was public facing both in person and by telephone. I handled fee quotes, collection questions and direct inquiries throughout the building. I spearheaded the move of many physical files within the office to digital and found ways to streamline systems for efficiency and ease of use.

Old Chatham Hunt Club, Old Chatham, NY *Communications*

May 2016 – PRESENT

The [Old Chatham Hunt Club](#) is a club in Columbia County, NY where outdoor enthusiasts participate in the classic outdoor sports. I manage the WordPress website and social media pages, writing content, updating the calendar and promoting club events. This work has sold out our yearly events and competitions which are major funding for the club.

Gettysburg Flag Works, East Greenbush, NY — Various Roles *including Graphic Artist, Sales Associate & Marketing Manager*

August 1999 – July 2017

As the first employee at [Gettysburg Flag Works](#), a leading international flag

SKILLS

Graphic Design
Marketing Management
Sales/Customer Service
Website Design & Maintenance
Communication
Collaboration
Social Media Marketing
Event Planning
Search Engine Optimization
Filing/Managing Filing Systems
Accounting
Inventory Controls & Purchasing
Troubleshooting
Content Development
Content Management

SOFTWARE EXPERTISE

Adobe Creative Cloud
Adobe Acrobat
Adobe Illustrator
Microsoft Suite
Adobe Photoshop
Adobe InDesign
Adobe Dreamweaver
HTML
Text Wrangler
Magento
Wordpress
Constant Contact
Mailchimp
Big Business (Accounting)
Open Office
LRS-Legislative Retrieval System
Canva
Windows Operating System
Macintosh Operating System

manufacturing and retail company, I was instrumental in the growth and direction of the company. I joined the company as a sales associate while finishing my degree in Graphic Design and went on to manage all graphics for in house and outsourced production. As the company grew I had the pleasure of sourcing machinery for in-house production of printed and sewn flags and banners as well as doing hands-on production work. When new employees came on board I was part of training them in all aspects of pricing and selling custom work. While a member of the executive team, I facilitated the expansion of the company from 1 employee to 16. At various times, I have had successful responsibilities in the following roles: Marketing Manager, Sales Associate, Office Management, Head of Purchasing, Inventory, Billing, Graphic Artist and Website Manager. Throughout my 18 years I developed procedures for, supervised and trained staff for all departments including Shipping/Receiving, Production, Sales, Graphics, and Marketing.

Graphic Art

- Successfully manage graphic design projects from concept to completion. Collaborate with clients on complex custom designs, and within exacting specifications. Work closely with state agencies, municipalities and other organizations to meet critical, immovable deadlines for events such as the opening of the 9/11 memorial in New York City.
- Manage color consistency across printed and digital artwork.
- Design for and operate large format printers for sublimation, laser cutter for applique, vinyl cutter for signage, screen printer and heat presses for various forms of imprinting.
- Design, cut and apply adhesive vinyl lettering and artwork for banners, signs, window decals and fabric applications.
- Accomplished in creating dynamic, scalable logos and layouts, using various artwork types: Jpeg, AI, PDF, CNV, PSD, PNG, EPS and others.
- Responsible for designing and implementing consistent company branding through digital and print media such as letterhead, business cards, flyers, labels and advertisements.
- Nurture vendor relationships to ensure quality workmanship and adherence to specifications on large and small jobs. Provide detailed job specifications and supply art files for large format printing, sewing & embroidery projects.
- Work with customers to source or create artwork that will print clearly and adhere to copyright laws.
- Successfully use customer data and personal experience to create new products and designs which became top sellers in the market
- Produce advertising media and logos for companies in a freelance capacity.

ASSOCIATIONS

Rensselaer County Chamber of Commerce, Participation as a member 2000-2017

American Marketing Association, Participating member 2011-2017

EDUCATION

NYS Sheriff's Association
Albany, NY
Civil School 2018

Hudson Valley Community College
Troy, NY
Computer Programming Classes 2017-2018

Rensselaer County Regional Chamber of Commerce
Troy, NY
Leadership Institute 2013

Sage Junior College of Albany
Albany, NY
Associate Degree in Graphic Design 2000

Columbia High School
East Greenbush, NY
Regents Diploma 1998

Website Design and Marketing Management

- Maintain a 12,000 sku product database online and in Big Business (Similar to QuickBooks).
- Grew and managed an email outreach list to 50,000 subscribers, the top driver of website sales.
- Designed and built 800 page ecommerce website using dreamweaver & hand coding html.
- Managed the successful migration of the 800 page php website to the Magento platform, allowing for global editing and better product management. Implementation of SEO practices and a strategic launch plan to minimize loss of traffic and interruption of services to our customers during the transition.
- Optimize website content to assist customers and rank well in search engines. Successfully market products and pages to earn them placement in the top positions in Google and other search engines.
- Differentiate products from the competition using my own photography, illustrations and descriptions.
- Design and maintain a WordPress blog to support our eCommerce website with educational and historical content. Maintain an editorial calendar and work with freelance writers to create cohesive messaging across channels.
- Create and maintain company social media properties to connect with the patriotic community. Grew an engaged 5,000 strong facebook fan page to promote products and share flag etiquette messages.