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Professional Summary

More than 25 years of **graphic design, advertising design and marketing/creative services coordinator** with various major Southern California manufacturers, service companies and suppliers • Proven design problem solver and communicator with ability to create/develop in-house marketing and graphics departments • Marketing management, team supervision • Proficient in all relevant design, illustration, photo and business software; (Mac or PC) WordPress

Core Competencies Include:

Marketing Comm. Design	Print Collateral Design	Packaging Design
Corporate ID Design	Copy Writing	Illustration
In-House Photography	Web Design	Print Purchasing
Direct Mail and Fulfillment	POP Display Design	Media Purchase

Professional Experience and Selected Career Achievements

- **Administrative Assistant: United Ministries, Valley View Church, Louisville, KY (06/14 – present)** Student ministries – Middle School, High School, Young Adults – Administrative Assistant • Audio-video presentations, brochures, flyers, mailers • wall graphics • Document design • Ministry support – including copy writing, web work and more
- **Creative Services Manager: PureTek Corporation, San Fernando, CA (01/11 – 12/13)** This 22-year old pharmaceutical company produces vitamins, supplements, pharmaceuticals and topical beauty and health care products • Brought fresh ideas to the design, decoration and labeling; successfully managing, coordinating, advising and archiving of outside creative work, and consulting with customers and vendors for meeting FDA standards and practices • Designed and supervised development of current and active shopping cart web sites

Quickly redeveloped this position by bringing most design/art assignments in-house: In time, the company reduced expenditures and decreased timelines through quicker review and revision processes • Created and implemented the first online shopping site for branded products – **L'Essence de Boshea** hand cream and **Body-Essence** body wash
- **Managing Partner: Fleetline Network Partners, Louisville, KY (03/09 – 01/11)** Fleetline provides managed hosting, web design and development, marketing and advertising management, and consulting for small business and home-based businesses • Assumed the role of web sales, social media marketing and design; graphic design, photography, copywriting, SMS and more • Clients included manufacturers, builders and online sales companies

Contracted as Marketing Manager for SafetyVans, LLC a manufacturer of high-capacity passenger vans – assisting in the launch of a rapidly successful vanpool operation
- **Senior Graphic Designer/Marketing Manager: Waterway Plastics, Inc. Oxnard, CA (02/07 – 03/09)** Assigned to lead a languishing graphics/marketing department - completely overhauled the corporate ID and branding: including logo, product labeling, catalogs and sales collateral material • totally redesigned and developed the corporate web site all in-house within budget and time frame • Designed /art directed major trade show displays

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Accomplished a reduction of over \$35,000 in catalog printing costs while dramatically over-hauling the design and content presentation of the company's two essential product catalogs and major marketing and sales tools

Completely overhauled entire corporate identification (including design manual) for Ventura county's third largest employer • Increased invaluable "buzz" among their industry's leading suppliers and buyers when introduced to new web site, print media campaign and new catalogs

Dismantled and rebuilt an existing corporate web presence (that was once a major blemish to the company's prestige) with new design, content and rich user interface to current and prevailing XHTML compliance.

Designed and implemented a full trade magazine campaign for 24 months to include substantial discounts and value-adds while establishing the look and feel for corporate re-branding

- **Senior Graphic Designer: Dataproducts USA, LLC, Thousand Oaks, CA (11/00 – 07/06)** A division of \$90 billion Hitachi • Business and consumer printing products • Redesigned corporate ID • Designed all product packaging including full litho laminated corrugated boxes, blister cards, poly bags, clamshells and folding cartons • Designed or art-directed all sales and marketing collateral materials, POP displays, specialty advertising materials and trade shows

Redesigned the graphics and the packaging of a problem blister card project of a compatible inkjet supplies line; provided essential supervision of pre-press and printing *at the printing plant* - thereby preventing enormous cost-of-fulfillment delays

After only four months of employment, awarded Employee of the Month followed by the **President's Award for Unique and Outstanding Contribution** for packaging design and supervision of fulfillment for branded inkjet product - thus exceeding sales projections

- **Marketing/Advertising Coordinator, Multimedia Manager and Designer/Art Director: Ricon Corporation, Panorama City, CA (09/96 – 09/00)** 40-year manufacturer of lifts, ramps and elevators for the disability market • Responsible for the management of all marketing, communications design • Designed and developed all media advertising, managed the placement and scheduling • Designed company web site and produced several sales and training videos

Personally created a complete marketing/advertising department of seven full-time employees from scratch, including web developer, two designers, sales lead fulfillment and resource management – the first such accomplishment in the history of the company

Proud to serve as spokesman and representative for the company sponsored PVA Wheelchair Games – an organization devoted to military veterans with spinal cord injuries

Education:

Art Center College of Design: Advertising Illustration / Design

SEO Web Training: Bruce Clay, Inc.

Memberships/Associations:

Former Board Member, WYNGS: CA • Member, Shenandoah Christian Alliance: VA

Fleetline Network Partners: web development/hosting LLC – Louisville, KY