



**Jeff Toler** • 8707 Clover Ct., Louisville, KY • 805.796.0377 • jeff@tolerdesign.com • LinkedIn.com/in/jefftoler

## Professional Summary

More than 25 years of graphic design, advertising design, and marketing/creative services coordination with various major manufacturers, service companies and suppliers • Proven design problem solver and communicator • Experience with developing in-house marketing graphics departments • Marketing/Communications coordination, supervision • Proficient in design, illustration, photo editing, and Microsoft Office Suite (Mac or PC) • Experienced with Google Drive, YouTube, DropBox, Slack, and more

## Core Competencies Include:

Graphic Art/Design	Print Collateral Design	Packaging Design
Corporate ID/Branding	Copy Writing	Illustration
Tabletop Photography	Web Design/Development	Print Purchasing
Direct Mail and Fulfillment	POP/Trade Show Display Design	Print Media Purchasing

## Professional Experience and Selected Career Achievements

- **Graphic Designer: Premier Fleet Graphics, Louisville, KY (06/18 – 12/18)** Served as designer and production artist for busy commercial vehicle graphics, including full wraps for bus, box trucks and utility vehicles • Prepared artwork for wide-format printers and plotter/cutters
- **Administrative/Ministry Assistant: Valley View Church, Louisville, KY (06/14 – 06/18)** Provided administrative assistance to Executive Pastors/Ministries; Middle School, High School, Young Adults – Administrative Assistant • Design/develop presentations, brochures, flyers, mailers • Wall/banner graphics • Document design • Ministry support – including copy writing, web work, print purchasing, travel arrangement, and much more
- **Creative Services Manager: PureTek Corporation, San Fernando, CA (01/11 – 12/13)** This 25-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 • Redeveloped this position by bringing nearly all design/art assignments in-house. In time, the company reduced expenditures and improved timelines through quicker review and revision processes • Created and implemented the first online shopping sites 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; 12/13- 01/18)** Fleetline provided managed hosting, web design and development, marketing and advertising management, and consulting for small business and home-based businesses • Assumed the role of web design and 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 • Assisted in the launch of a successful vanpool operation serving the DC area

• **Senior Graphic Designer/Marketing Manager: Waterway Plastics, Inc. Oxnard, CA (02/07 – 03/09)**  
Redeveloped 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 • **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** (Once a major blemish to the company's prestige) with new design, content and rich user interface to current and prevailing web compliance • **Designed and negotiated a 24-month trade magazine campaign** including discounts and value-adds that established the new 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*, 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 that exceeding sales projections

• **Marketing/Advertising Coordinator, Designer/Art Director: Ricon Corporation, Panorama City, CA (09/96 – 09/00)** A 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 – a first in company history • 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**, Studied Advertising Illustration / Design  
**Bruce Clay, Inc.** SEO Web Training

#### Memberships/Associations:

Former Board Member, **WYNGS**, (*When You Need Group Support*) CA • Charter Member, **Shenandoah Christian Alliance**, VA • Board Member, Webmaster, **Dove Creek 1 HOA** • Former Managing Partner, **Fleetline Network Partners LLC**, Louisville, KY