

# Jon Jeffrey Toler

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[TolerDesign.com](http://TolerDesign.com) • 8707 Clover Ct., Louisville, KY • 805.796.0377 • [jeff@tolerdesign.com](mailto:jeff@tolerdesign.com) • [LinkedIn.com/in/jefftoler](https://www.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 • Expert design and communications • Experience with developing in-house marketing graphics departments • Marketing/advertising coordination, supervision • Expert in **Adobe CS** • Proficient with **Microsoft Office** in both Mac and PC • Experienced with **Google Drive, YouTube, DropBox, Slack, Zoom, RemotePC**, and more • Design and develop websites using **WordPress**. proficient with **Mailchimp** • Professional copywriter and blogger

## Core Competencies Include:

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

## Professional Experience and Selected Career Achievements

### **Brand and Communications Designer:** Toler and Associates, LLC, Louisville, KY (03/18 – present)

Created freelance agency for the purpose of providing branding, graphic design, and communication arts for small businesses and entrepreneurs entering the marketplace, or introducing new products and services • Design and develop websites, identity graphics, social media assets, print collateral.

### **Administrative/Ministry Assistant:** Valley View Church, Louisville, KY (06/14 – 06/18)

Provided reliable administrative assistance to both Executive Pastors and Student Ministries, including Middle School, High School, and Young Adults • Substantially improved the design and development for screen presentations, brochures, flyers, mailers • Wall and banner sermon graphics • Documentation • Web and Group Emails • Copywriting, print purchasing, scheduling with **ChurchTeams, Planning Center**

### **Creative Services Manager:** PureTek Corporation, Panorama City, CA (01/11 – 12/13)

35-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 websites • 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 • Produced the first online shopping sites for branded products

### **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, SMM Clients included manufacturers, builders, and online sales companies; several para-church ministries

- Contracted as Marketing Coordinator for **SafetyVans, LLC** a manufacturer of high-capacity passenger vans
- Assisted in the launch of **SafetyVan Xpress**, a successful vanpool operation serving the DC area

**Senior Graphic Designer/Marketing Manager: Waterway Plastics, Inc. Oxnard, CA (02/07 – 03/09)**

For Ventura county's third largest employer: 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 website, 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)
- Increased valuable "buzz" among their industry's leading suppliers and buyers when introduced to new website, 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 contemporary, 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 exceeded sales projections

**Marketing Coordinator, 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** • **Bruce Clay** SEO Web Training • **Ray Edwards** Copywriting training

**Memberships/Associations:**

Charter Member, **Shenandoah Christian Alliance**, VA • Board Member, Webmaster, **Dove Creek 1 HOA**

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