



SAMSUNG

Packaging Design and Copy; ID Standards and Branding Focus

For Samsung USA, INC. I had the opportunity and privilege to work with Joel B. Katz, the Western Regional Sales Manager of SAMSUNG USA. Together, he and I brainstormed the imagery, design, layout and copy (which I wrote most of) for TWO products in just under a year's time: "Cocktail'98" and later "Jet Audio Plus". Both award winning software packages were available worldwide on most computer and electronic retailers (ea. CompUSA, Fry's, Best Buy, Etc.,).

The Monroe Institute

Packaging Design and Copy; Ad Copy and Campaign; Marketing Materials; Logo/Branding and complete ID Standards and Packaging Update

I worked with TMI's head of Sales and Marketing to develop an entirely new "look and feel" to reach a broader market segment for products and services, which were developed by their internationally acclaimed research facility in Virginia. This client's entire product line was later adapted to follow the ID Standards, Branding Methods, Layout and Artistic Style and Format that we had brainstormed and developed for their top 11 titles and subsequent marketing materials.

Honeywell Airfield Systems

Product Photography; Marketing Material Development; Multimedia Catalog Production

Initially I was hired on for 3 months as a "Contractor" to develop a series of Data Sheets for the Airfield Systems Division of Honeywell in Simi Valley, California. As the client's Director of Sales and Marketing (Shane May) became more aware of my skillset, the scope of the project grew into a complete overhaul of their marketing materials, the development of an interactive CD-ROM Catalog, a quintupling of my contract duration, and a considerable raise in pay.

NORTEL Networks

Technical Publisher; Editing; Writing; Diagrams and Illustrations

Myself and one other Technical Publications Publisher/Editor managed the submissions of two teams of eight writers each. Both teams would submit manual chapters in weekly, monthly and quarterly rev cycles. We would ingest, review, document any errors and collaborate with our team of writers to correct, revise, and increase clarity. These manuals were usually 3500 pages or more and would be printed and then submitted to various departments throughout Nortel.

Harvest Communications

Proofreading; Editing; Type Setting; Pre Press and Plate Printing

Originally I was hired for a three month contract/Temp., I was hired on as a full time Employee. Not only was I responsible for the Typesetting and Prepress of HSBC, Banking and Legal Documentation, I also delivered the finished product to the client from Redding to Salinas, California.

ShastaQA

White Box/Black Box Testing; Test Case Authoring; Rev Tracking; Web Dav

This was my first experience with Software Testing and Bug Reporting. Each client had their own favorite version of reporting and tracking apps, but all had similar if not identical features.



With my experiences at newspapers and magazines, as well using CMS (ea. Joomla, Word Press, Drupal, Etc.), I have had a variety of experience with analytics and the tracking of assets and their attributes to a varying degree of detail (ea. 1,000+ image photo galleries for collectors, Retail and Industrial Catalogs, Etc.).

Working with Business Development and Marketing Departments. Defining the editorial and design quality for pintables, and specifically pintables within the portfolio. Ensuring that Marketing and Legal Expectations are met and that the Printable Review Process is followed. Maintaining accurate record of each Pintable's Attributes (ea. Category, Assets, Etc.)

Hand off to Editors for accurate and timely publication; Tracking performance metrics of key/critical printable within the portfolio; Providing Metrics and Insights to Business Development and Marketing as Required; Identifying ideas and Executing Plans to Improve Retention of Pintables; Contributing to customer satisfaction through new and continuing subscriptions by ensuring quality content and *appeal* of pintables.

Throughout my career, I've demonstrated my ability to brainstorm new ideas, develop inspiring and commercially successful assets, and communicate progressive improvements through varying degrees of workflow complexity. Providing performance Metrics and Insights for virtual as well physical assets has always been the keystone of quality customer service and successful presentation, and ultimately sales.

Demonstrated news editing and news judgment, to include analyzing content feeds and selecting appropriate content. Experience with AP and other leading US and European publications required.

For the last 10 years I've worked for, and closely with NBC, CBS (KHSL-TV), ABC (KRCR-TV), and several cable channels, producing Morning News Broadcasts as well as many Features, Commercials, Promotional Videos and Special Events throughout Northern California.

Expert written & verbal communication skills combined with copyediting and proofreading ability.

From Technical Publications at NORTEL NETWORKS to Marketing Materials R&D at Honeywell, I've typeset Catalogs for Ted Pella, Inc. written hundreds of commercials for radio and television as well as contracts, proposals, reports and presentations (both written and verbal).

Expert user of Microsoft Office

I am qualified for, and will be acquiring my A+, MCP, and MCSE certifications as soon as possible

Experience ALL Adobe Creative Products. Experience with Frame Maker, Quark Xpress, and InDesign

I've been a user of Adobe products since version "Photoshop", and I've been converting Quark users for years (though I can use most page layout and publishing apps fluently).

Ability to work under pressure and meet deadlines consistently.

Not a problem! After a year each at two newspapers and couple more at a magazine publisher followed by a large-scale printing and publishing company I've learned what "pressure" and "deadline" really mean.

Project/Team Management

Whether working with a large and diverse team or on my own, I've demonstrated my ability to take a concept from napkin to retail shelf in a variety of conditions, meeting or exceeding budgets *and* expectations.