

CORPORATE IDENTITY DESIGNER

*Out-of-the-box corporate image marketing
for the dynamic world*



CREATIVE FORCE AND KEEN LISTENER WHO NEVER STOPS GENERATING NEW AND FRESH CONCEPTS FOR TRANSMITTING A COMPANY'S MESSAGE. MOBILIZE TEAMS TO OUTPERFORM TARGETS AND MEET CRITICAL DEADLINES. DESIGN TURNKEY INFOGRAPHICS, PRESENTATIONS AND OTHER MARKETING SOLUTIONS THAT OPEN DOORS ACROSS MULTIPLE INDUSTRIES:
AEROSPACE, DIRECT RESPONSE TV, ADVERTISING SPECIALTIES/PROMOTIONAL PRODUCTS, COSMETICS, AND ENERGY.

HIGHLIGHTS OF ACCOMPLISHMENTS

- ▶ SAVED COMPANY \$105K THROUGH EFFICIENT DESIGN PROCESSES AND ADEPT TEAMWORK.
- ▶ DESIGNED HIGHEST REVENUE-GENERATING CAMPAIGNS IN COMPANY (\$5M/YEAR).
- ▶ SLASHED TRADESHOW COSTS BY 30% WHILE MAINTAINING HIGH-END BRAND IMAGE.

PROFESSIONAL EXPERIENCE

SELF-EMPLOYED, Voorhees, NJ (Jan 2010 - Present)

Graphic Designer & Marketing Consultant

- Designed successful marketing pieces for range of industries and companies from start-ups to well-established labs.
- Contributed to product acceptance into infomercial programs aimed at rocketing sales through wide market exposure.
- Clients used product designs to propose products to Star Actress and her brand, Direct-Response Co., Innovative Marketing Co., Big Products Corp., and other large companies.

NEW PRODUCTS INTERNATIONAL, Spring Valley, NY (Jan 2001 - Dec 2009)

[50-person advertising specialties and promotional products business. \$10M/year annual sales. Out of business as of December 2009.]

Graphic Designer & Marketing Manager (Jan 2006 - Dec 2009)

Graphic Artist & Marketing Coordinator (Jan 2002 - Dec 2006)

- Managed projects with CEO and up to eight team members, spearheading design and marketing strategies for campaigns that reached over 80,000 viewers.
- With just one desktop, created message, design, artwork and structure and prepared team for on-time or early launches.
- Set standard in advertising specialties/promotional products, becoming sought-after resource for largest companies in industry.

Sales Associate (Jan 2001 - Jan 2002)

- Utilizing Dale Carnegie's methods, served as powerful "door opener" for sales, interacting daily with company representatives, including CEOs and heads of purchasing. Generated \$2M in one year.
- Cultivated accounts on West Coast that generated \$1M in sales in first year and long-term relationships with consistent repeat business.
- Recovered funds through engaging in collection efforts with delinquent customers.

EDUCATION & CERTIFICATIONS



University of Southern California, Los Angeles, CA
B.S. in Aerospace Engineering, 1996

Won approval for, designed, and conducted research project on laser propulsion.

Camden County College, Blackwood, NJ

Certificate of course completion in Solidworks, 2010

3D-CAD Drafting and Design.

SUCCESSFUL CLIENT CAMPAIGNS

Accelerated design & production time through skillful teamwork, saving \$35K/year on design, \$50K/year on exhibits, and \$20K on website design and customized user interface.

Crafted highest revenue campaigns in company, generating \$5M/year.

Reached unique open rates of 25% (twice the industry norm of 12-15%) in first campaign; outperformed industry norm consistently each year for three years.

Fully integrated New Products International's website design and user-interface architecture with internal systems, creating user-friendly, intuitive functionality tailored to the company's business model.

REVAMP OF COMPANY'S DIGITAL IMAGE

Redesigned New Products International's website. Researched customer base and competitors, then delivered architecture from scratch to fashion an interactive customer experience with features and applications never seen before in the advertising specialties/promotional products industry.

Handled all tradeshow logistics, ensuring on-time arrival of all elements. Restyled and reformatted booths and features to cut installation and dismantling time by 1/3. Designed lightweight, large format banners, cutting delivery costs by 50% while maintaining brand image.

Devised innovative "e-Reps," images of cartoon-like people holding products to represent proportions that brought fun and human touch to order process.

TECHNICAL SKILLS

Adobe Illustrator, Photoshop, InDesign, 3D-CAD
MS Office (Word, Excel, PowerPoint)
User interface (UI) design for physical space (ergonomics) and websites

PATENTS/AWARDS

Patent Pending, 2007

Innovative utility for outdoor gear
Under consideration by several major brands

Suppliers Golden Achievement Award, 2001

Promotional Products Association International
Silver Award - Best Catalog

VOLUNTEER

Finance Chair, 2009 - 2011

American Institute of Aeronautics and Astronautics
Greater Philadelphia Section

General Volunteer, 2002 - 2006

Bergen County Rape Crisis Center
Bergen, NJ

LANGUAGES & OTHER INTERESTS

FLUENT IN HEBREW
COFFEE BEAN ROASTING AND PREPARATION AFICIONADO:
FRENCH PRESS, TURKISH, ESPRESSO
AUTHENTIC HUMMOUS, HAWAIIAN POKE
SURFER, HIKER, MEDITATOR, *Smashing Magazine* READER