

SUMMARY

A highly effective verbal & visual communicator who brings creativity and energy to any situation to effect positive results. Organized, budget-conscious and passionate about working cooperatively with others to translate business goals into successful actions that benefit the employer and the world-at-large.

EXPERIENCE

DESIGN & PRINT PRODUCTION • ART DIRECTION • MARKETING • SPECIAL EVENTS • SOFTWARE TUTORING

Publications Editor/Conference Logistics Coordinator: *Demy-Colton Life Science Advisors, LLC, NY, 2013 - Present*
Responsibilities include design & print production of biotech conference handbooks; attendee and speaker relations, online editing of presenter profiles database, hotel/site planning & special events; and on-site conference management support.

Graphic Designer: *Contract Basis, Roher-Sprague Partners, Irvington, NY, 2006 - Present*
Responsible for concepts, design, and copyediting for print and web collateral materials for projects ranging from retail ads to conference registration brochures, mailers, ads and web banners for worldwide medical conferences. Responsible to Sue Ann Sprague, 914-591-2500 (sueann@rohersprague.com)

Conference Handbook Editor: *Biotechnology Industry Organization, Washington, DC, 2008 - Present*
Responsible for content and editing of corporate profiles submitted by major global biotech companies, medical device developers, big pharma, and medical academic orgs. for up to six conferences per year; Copywriting and proofreading. Responsible to Wesley Triplett (Retired 2011) and Zach French, 202-962-6652, zfrench@bio.org

Art Director & Marketing/Advertising Manager: *Garment Corporation of America, 16 years to 2006*
Overall management of product marketing, graphic design & art direction for product catalog and trade advertising industrial uniform manufacturer. Responsibilities included in-studio supervision of photography, hiring models, styling garments, catalog and direct mail graphic design and print production coordination. Developed annual marketing campaigns and trade advertising, supervised budget and traffic; creation of Powerpoint presentations for sales team; concepts, copywriting, design and print production of all collateral materials from print ads, brochures, newsletters, swatchcards and direct mail, as well as trade show events and displays; web site design and maintenance. Responsible to Lloyd Bennett, VP, Marketing (Retired).

Publications Editor & Art Director: *Big Brothers Big Sisters of Greater Miami, 2003 - 2006*
Freelance supervision of all aspects of 50-page event program/ad journal including coordination with lay leaders, copywriting, editing submitted materials, photoediting, and pre-press production within strict deadlines for ontime delivery. Graphic design and logo design projects for various fundraising events. Responsible to Lydia Muñiz, President & CEO, and Laurie Gunn, Director of Marketing, 305-644-0066.

Public Relations Manager: *Jewish Community Services of South Florida (former JFS), 16 years*
Part-time, long-term contract, served as Public Relations and Development Manager and was responsible for annual fundraising event coordination; campaign appeal copywriting, design and pre-press production of solicitation materials and newsletters; marketing strategist for new social services. Conceptualized & designed hundreds of invitations, brochures, logos, and letterheads for 16 branch offices and nearly 20 agency programs. Responsible to David B. Saltman, President (Retired), 305-968-1271.

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EDUCATION

B.A., Mass Communications, University of South Florida, Tampa, FL *Minors in Journalism & Graphic Design*
A.A., Journalism, Miami-Dade Community College South, Miami, FL

SKILLS

- Software proficiency: All Adobe Creative Software Applications / Former & Creative Cloud (CC) Versions of Photoshop, Illustrator, InDesign, Dreamweaver, Acrobat Professional
Also skilled in Microsoft Excel, Powerpoint and Word, A/V production, iMovie, iDVD production.
- Strong interpersonal skills. Interact effectively with strangers in a public forum. Personable and outgoing; experienced theatrical performer, speaker and interviewer.
- Social Media: strategically utilize as a marketing tool.
- Photography: Freelance portraiture photography for Real Estate professionals and Publicity Event Photography.
- Marketing & Public Relations: Expertise in strategic planning to targeted markets, superior creative copywriting skills for promotional materials - advertising, sales, telemarketing scripts, media relations, fundraising, speeches and presentations.
- Print and Online Publications: Extensive experience in art direction, graphic design, all pre-press production, web site development and SEO.

PRESENT & PAST CLIENT ROSTER: Demy-Colton Life Science Advisors, Tir De Retreat Center, Bust-Out Promotions LLC, Foot Solutions, Global Trading Inc., The Chapman School; Gulliver Academy; Hebrew Academy of Greater Miami; Complete Conference Management (Baptist Health Systems), Mount Sinai Medical Center, The Wien Center, Miami Beach; The Continental Companies: Sheraton Properties, Biscayne Bay Tower Development Team (AKA Blue), Miami; Pyramid Photographics, Miami; National Institute of Balance, North Miami; Dubin Audiology, Pembroke Pines; Dr. Henry Glick, Baptist Hospital, Miami; Dia, Inc. Computer Cables, San Francisco; Perini Communications, Miami Lakes; Spector/Ancher Public Relations, Coral Gables; Sundance Ranches, W-G Dev. Corp., Sun City Center, FL

PROFESSIONAL REFERENCES

Sue Ann Sprague, 914-591-2500
Partner, Roher-Sprague Partners Design
50 South Buckhout Street Suite 204
Irvington, NY 10533
sueann@rohersprague.com

Barry Levontin, 954-491-4044
Global Trading
4709 NE 12th Avenue
Fort Lauderdale FL 33334
blevontin@gmail.com

Jo-anne Gardner, 305-887-4333
Executive Printers of Florida
8001 Northwest 74th Avenue
Medley, FL 33166-7500
joanne@executiveprinters.com

David B. Saltman, LCSW, 305-968-1271
Former President & CEO
Jewish Community Services of South Florida
dbsexec@aol.com

PERSONAL REFERENCES

Lee Ann Schlatter, 408-258-6683
Former Director of Employee Relations
(National Semiconductor Corp./Texas Instruments)
Santa Clara CA
lschlatter@gmail.com

Lori D. Dubin & Dr. Dennis Dubin, Au.D., CCC-A
954-647-0936
Cooper City, FL 33027
ddld78@aol.com