

HIGHLIGHTS

Product Packaging
Marketing Collateral
Technical Writing
Copywriting
Technical Illustration
Branding Creation
3D Package Modeling
Digital Media Content
Website Design
High Level Photo Editing/Compositing
Project Management
Marketing Strategy

Battery-Biz is a leading manufacturer of high-end consumer electronics power products. By licensing many globally recognized brands, including Duracell®, Energizer®, Coleman®, Red Cross® and Goodyear™ as well as its own unique product lines, Battery-Biz reaches millions of consumers in both traditional retail and emerging online markets around the world.

My role as Senior Graphic Designer was vital to the success of the company in many areas. As a dedicated member of the marketing team, I transformed detailed technical data into an array of compelling packaging and sales materials. This position required exceptional levels of accuracy, versatility and attention to detail while navigating tight timelines and thriving within a high-pressure environment. It was a challenging and dynamic position which I performed with pride and commitment.

DESIGN · COPYWRITING

- **Standout retail packaging and marketing materials, enabling Battery-Biz to secure hundreds of millions of dollars in new sales and successfully bring new products to market**
 - Graphics, copywriting and photo editing
 - Retail boxes and blisters
 - Concepting and mockups for die lines
 - Specialized club store pallet packaging
 - UN®, TUV®, UL® and CA Prop 65 safety labeling
 - Product catalogs, sales sheets and brochures
 - Setup for offset and digital printing
 - Product labels and user manuals
 - Spot colors, specialty finishes and folds
 - Custom icon libraries for print and digital use
- **Creative force from concept to production for emerging internal brands, bringing these premium product offerings to prospective customers worldwide**
 - Logo design and core messaging
 - Branded product mockups
 - Color palettes and branding guides
 - Packaging concept and execution
- **Digital graphics and content to enhance the company's online and social media presence**
 - Websites and Shopify storefronts
 - PowerPoint presentations
 - Social media
 - Blog posts
 - Consumer surveys
 - Product landing pages
 - IOS/Andriod apps
 - Email campaigns
- **Eye-catching large format graphics for specialty and retail display**
 - Trade show booths and signage
 - Promotional materials and sales kits
 - Retail point-of-purchase displays
 - Endcap and shelf signage and layout
- **Creative implementation of licensed/legacy brand guidelines** across packaging artworks and supplemental materials, expertly crafting custom content within established licensing standards
- **3D packaging, pallet configuration and retail planogram modeling** for licensors and customers
- **Multi-language implementation to reach global customers:** Apply foreign language translations and international marking standards to existing materials to reach multiple overseas markets

STRATEGY · PROJECT MANAGEMENT

- **Manage multiple licensed brands simultaneously** with the ability to focus on consistency, accuracy and a high level of detail while satisfying fast deadlines and shifting priorities
- **Forecast** project timelines for deliverables and meet quick turnarounds
- **Execute** accurate revision tracking and dating on all artworks
- **Collaborate** on product roadmaps and artwork team reviews, both online (Ziflow) and in-person
- **Coordinate** with printers and packaging houses, language translators, internal teams, sales reps and product development engineers to facilitate a smooth workflow with excellent output

PEMKO MANUFACTURING

VENTURA, CALIFORNIA

SEPTEMBER 2005 - SEPTEMBER 2007

SENIOR DESIGNER / MARKETING SERVICES

HIGHLIGHTS

Marketing Strategy
Campaign Creation
Product Catalogs
Advertising Design
Copywriting
Technical Writing
Technical Illustration
Electronic Media
Packaging Design
Trade Show Design
Project Management

Pemko Manufacturing is one of the nation's foremost manufacturers of architectural door hardware. Pemko's products range from simple thresholds to special-purpose fireproofing, sound sealing and high-traffic hinges for both commercial and residential applications.

Marketing to a design-savvy clientele of architects and engineers mandates materials that are visually appealing, informative and technically accurate to the last detail. Strict building codes and rigid safety labeling regulations necessitate exacting attention to factual data. Complicated technical concepts must be translated into concise, easy-to-understand user documentation. In order to meet a rapid year-round product development schedule, marketing collateral must be produced quickly to effectively support the continual launch of new product offerings.

DESIGN · COPYWRITING · TECHNICAL DOCUMENTATION

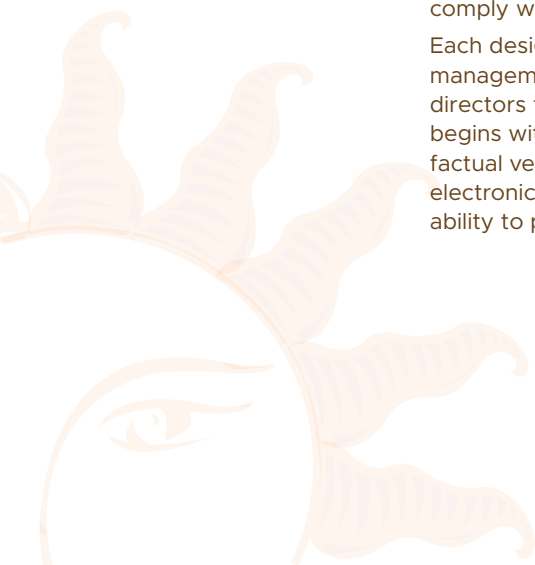
Pemko's sales strength is due to two things: product innovation and aggressive promotion. Each new product's marketing materials and technical documentation are vital to its success in the marketplace. Maintaining Pemko's presence in the architectural field required the implementation of a multi-faceted marketing plan employing a wide spectrum of media.

- Product Catalogs
- Trade Publication Advertising
- Technical Data Sheets
- Technical Illustration/Diagramming
- PowerPoint Educational Seminars
- Product Packaging
- Corporate Identity / Logo Design
- Special Event Invitations
- Product Release Sheets
- Technical Handbooks
- Architectural Specification Sheets
- PowerPoint Product Demonstrations
- Electronic Web/E-Mail Marketing
- Trade Show Booth Design / Signage
- Customized Dealer Materials
- Specialized Corporate Projects

STRATEGY · PROJECT MANAGEMENT

As with any schedule of constant product development and, consequently, companion advertising efforts, priorities often shifted rapidly. Careful planning and meticulous organization were crucial in order to efficiently complete a long list of projects. Adherence to policy was essential in order to comply with ISO 9000 quality manufacturing standards.

Each designer was directly accountable for the timely completion of assigned tasks. Effective management and reporting include the evaluation of each project, working closely with department directors to determine priority and cross-check technical information. The scope of work typically begins with contacting Pemko's engineers for raw material data and design specifications, obtaining factual verification and layout sign-off, and finally to supervising each phase of print production or electronic publication. As a key member of the Pemko marketing team, I took immense pride in my ability to produce top-quality creative work in a highly demanding, results-driven environment.



ABOUT ME

Extremely experienced with incredible range of valuable skills

Expert designer

Excellent work ethic

Collaborative attitude

Versatile and creative

Thrives under pressure

Multitasking master

Extremely quick learner

Positive team member

Professional demeanor

Lightning-fast typist

Great sense of humor

... and I've been known to bring in some tasty homemade goodies to share.

So.... what exactly can I do? Well, it's a lot!

My design careers as both a salaried employee and a freelance artist have afforded me the chance to build an immense skill set spanning the realm of graphic design. I pride myself on my ability to handle any task from a simple postcard to a full-scale marketing campaign with ease, delivering excellence and precision from concept to final production.

I love what I do. This allows me to contribute a fresh perspective, top-shelf artwork, boundless versatility and "can-do" enthusiasm to your team. I apply the finest of my talents to every task, every time — no matter the size or the deadline — and I look forward to exceeding your expectations.

PROFESSIONAL CAPABILITIES

• Graphic Design and Illustration

- Retail color box / blister packaging
- Club store pallet packaging
- Product catalogs
- Sales flyers and brochures
- Silkscreen illustration
- Logo and icon design
- Branding creation
- Websites and Shopify storefronts
- PowerPoint presentations
- Photo editing, retouching and compositing
- Product labels and user manuals
- Large-format booth and display materials
- Packaging conceptualizing and modeling
- Production and pre-press setup

• Technical Writing

- Product user manuals
- Internal operation handbooks
- Style and branding guides
- Hazardous material markings
- Safety and rating product labeling
- Mandatory legal and warranty inclusions

• Additional Skills

- Copywriting
- Social media content
- Email campaigns and surveys
- Independent project management
- Creative input
- Product landing pages

SOFTWARE EXPERIENCE

• Expert-level Adobe Creative Suite

- Photoshop
- Illustrator
- InDesign
- Acrobat

• 3-D Packaging and Planogram/Shelf Modeling

- BoxShot
- Photoshop

• Microsoft Office

- Word
- Excel
- PowerPoint
- Outlook
- Teams

• Website Design / Coding

- HTML
- CSS
- Graphics optimization
- Email campaigns

