



Kelly O'Connor
530-261-2229

Marketing Communications Manager, Sr. Graphic Designer,
Client Management, Color Specialist for Collateral, Catalog, Magazine,
Direct mail / eDirect, Web, Prepress & Print Procurement

15+ Years Experience

“There's no better feeling, than the satisfaction of a job well done.”

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Expertise in Marketing & Advertising:

- **2017-2020 - Honda America – Marketing Communications Content mgt / Field specialist training**
Working with newly launched Airbag Recall Program. Consulting with management for collateral, field operations and customer interactive procedures.
- **2015-2017 - BGW Imported Custom Doors - Marketing Communications**
Toured China, evaluating door manufacturers to develop a competitive product line for US consumer and construction market, sales and distribution. Created all new branding, corporate graphics, and sales / marketing materials for sales team.
- **2009-2015 - Marketing Communications Publications and Creative Director**
for JELD-WEN, INC., World's leading window and door manufacturer. Producing full line catalogs, direct mail, eDirect mail, branding print estimating & Procurement with full-service printers and mail houses, point of sale materials for Home Depot, Lowe's and private sector. High end windows and doors.
- **1999-2009 PM / Experience as manager - Direct Mail / Publishing**
10 years with SAI, Inc. - Marketing Communications Manager:
Print Production Manager managing printers, estimating print jobs, producing direct mail, full line catalogs, corporate branding, online eDirect, POP, trade show banners, collateral, web materials and marketing strategies. Managed delivery of all printed pieces through pre-press and press check and mail houses.
- **1995-2009 PM / Experience as manager - Direct Mail / Publishing**
Gold's Gym Franchisee Association – Marketing Communications: Managing and producing brochures, direct mail, newspaper, television, web, special promotion, in-store banners, branding. Managed delivery of all printed pieces through pre-press and press check and mail houses.
- **1985-2008 PM / Experience as manager - Direct Mail / Publishing**
Owned and operated professional design/marketing/photo studio in San Jose, Silicon Valley, CA for 20 years. Served all local High-Tech companies, design firms, ad agencies for/and customers such as: Apple, HP, Sun, Schlumberger, Atari, CapCom
- **Qualified to design, photograph, produce, coordinate or supervise** any degree of communication mediums. From logo design and graphic programs for on-line, direct mail marketing, to manufacturing, commercial print, local and regional newspapers, magazines (consumer or trade specific), trade show, website, as well as radio and television production facilities.

Industry publishing expertise:

Mac / PC - Adobe CS6, In Design, Photoshop, Illustrator, Microsoft Office

Professional samples: [emailed or text upon request](#)

Education:

BS, SCSU - Advertising / Marketing/ Photography

15+ years industry specific and related experience

Salary expectations: To be discussed

Available 2-4 weeks – Will relocate at own expense if company has no relocation program.

References:

- Larry Moore: 727-771-7304
VP Marketing / Creative Services , JELD-WEN, Inc
larry@lamooremedia.com
- Steve Virga: 650-303-2934, Client / friend
Creative Director / Steve Virga Design, formerly Monster.com
steve@stevevirga.com
- Marilyn Jessup: 831-818-0593, Client / friend
HP global marketing coordinator / eBay Special Projects
mjessup7@gmail.com
- Ken Slosarik: 650-222-3212, Best friend / Client
Owner - El Gato Painting & Restoration
kselgato@yahoo.com
- Steve Rapp: 805-498-5068, Best friend / Client
Creative Director / Owner, Rapp Design
steve@rappdesign.com
- Jerry McCall: 408-271-2400 Client / Friend
Owner of McCall Gym Group / Gold's Gym International
mccallgyms@gmail.com