



PROFESSIONAL SUMMARY

Extensive experience as a Graphic & Production Artist in the printing, publishing, advertising/marketing, financial, and benefits administration industries. Skilled at formatting and prepress print production in high volume deadline driven studios. Supply vendors with perfect digital files for four color offset printing and digital color printing. Capable of “mechanicalizing” or rebuilding an art director’s layout with changes/rebuilds and clean-ups for accurate file preparation. Experience building print and web files while adhering to client branding standards. Accomplished photographer, photo illustrator and graphic designer with strong type sensitivity.

Software Proficiency	Working Knowledge		Specialized Skills		
<i>Adobe Creative Cloud:</i> InDesign Photoshop InCopy Acrobat Illustrator	Microsoft Word activeCollab Squarespace	Microsoft Excel Microsoft PowerPoint iMovie	Graphic design Layout & formatting Font & color management Photo resampling/retouching	Print production Web production Direct mail PDF workflow	Mock ups Branding On-line video Packaging

PROFESSIONAL ACHIEVEMENTS

- Expert preparing print production files with Adobe Indesign
- Lead startup companies providing support, leadership and cost saving measures
- As a “one man studio” I generated accurate print-ready files and created presentations, mock ups and comps for clients and new business
- Developed, implemented and monitored a file naming convention and work flow procedure that lead to quick file retrieval and job turnaround
- Maintained client digital files including: consistent naming convention, folder hierarchy, proper storage and cataloging
- Experience formatting foreign languages from translated copy
- Managed corporate branding campaigns, maintained collateral consistency for client signage, advertisements and POPs, and provided image support for client websites
- Trained and managed new hires and freelance help according to studio policies and procedures
- Successful self promotion by building my own website utilizing online blogging software and social media

PROFESSIONAL EXPERIENCE

Mercer, Norwood, MA 2011–November 2018

Senior Production Artist - Provide print/web production deliverables for Mercer’s clients for investment, retirement and health & benefits products for human resources and related services. Team player able to manage and prioritize multiple projects in a fast-paced studio environment with emphasis on quality control and accuracy. Build, maintain and release digital files (print and web) to branding guideline standards and specs. Work in a PDF/InCopy workflow environment while being responsible for most print files releasing to printers. Also, able to create interactive PDFs, product comps and produce mounted presentations for new business development.

Freelance Graphic Artist 2008–2011; Successful freelance graphic artist providing graphic design, print production and web deliverables for Boston and Providence area clients:

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| • W.B. Mason | • Marketing Drive | • Brand Content | • Roslindale Village Main Street |
| • Catalyst B2B | • Boston Globe/Boston.com | • Stringer | • Roslindale Open Studios |
| • BBK Worldwide | • Coull/Sandstedt Creative | • The Belli Group | • Soulful Body Fitness |
| • Mullen | • Staples | • Holmes Group/Kaz | • Jimmies Ice Cream |

Hill Holliday Advertising, Boston, MA 2005–2008

Mac Production Artist - Provided print materials for John Hancock Financial — life insurance, retirement investing and long-term care insurance

Studio Production Artist - Provided formatting, layout and file releases for print deliverables

Clients included: Dunkin Donuts, Harvard Pilgrim, Liberty Mutual, Covidien, Bank of America

Scudder Investments, (now DWS Investments) Boston, MA 2004-2005

Print Production Artist - Provided print production for collateral and investment product packages

Baldwin/Clancy/Rogan Advertising, Needham, MA 2003

Studio Manager/Mac Production Artist - Provided studio leadership and print production deliverables

Clients included: Amerlux, Boston Federal, CitiStreet

Baldwin & Stone, Inc., Cambridge, MA 1994–2003

Studio Supervisor/Mac Production Artist - Oversaw all studio functions and provided print production deliverables

Clients included: W.B. Mason, Watts, Wolfers, Apogent, Boston Federal, Symmons, State Street Global Advisors, CitiStreet, Standard Electric

EDUCATION

UMass Dartmouth Dartmouth, MA BFA Graphic Design/Photography	Boston Neighborhood Network <i>Certificate - Studio Production & Crew</i>	Social Media Magic University <i>Certificate - Social Media Specialist</i>	Maximize Your Channel <i>Course completion - YouTube Creator Academy</i>
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PROFESSIONAL MEMBERSHIPS/ORGANIZATIONS

InDesign Users Group Boston Chapter	Boston Neighborhood Network Local cable access	Roslindale Village Main Streets Marketing Committee	Roslindale Open Studios Participant and organizer
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