

# Jeffrey Conway

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## PROFILE

I have over ten years experience designing and producing effective communications for print, web and interactive media. I have been there from business needs and strategy to concept and messaging, from art-direction and design to production and development, from printing and deployment to tracking and reporting. My experience includes:

- Print — *Branding and Identity Systems, Sales and Marketing Collateral, Newspaper and Magazine Advertising, Direct Mail, Packaging, Point of Sale Displays, Coupons and Promotional Items*
- Web — *Websites, Microsites, Banner Advertising, HTML eMail and Digital/Streaming Video*
- Interactive — *Multimedia CD-ROM, Sales and Marketing Presentations*

I enjoy applying my knowledge, work ethic and problem-solving abilities, to the successful execution of a of projects from small to large. I'm very comfortable in client-facing roles and have interacted with clients at the highest level in a broad range of industries:

- High-Tech Corporations — *Hewlett-Packard, Cisco, SUN, Lucent and Seagate Technologies*
- Retail Brands — *Indian Motorcycles, Blackstone, Penfolds and Rosemount Estate Wines*
- Resort Properties — *Pebble Beach Resort, Portola Hotel and Spa, Seascape Beach Resort*
- Local Government, Healthcare and Education — *City of Carmel-by-the-Sea, Monterey Peninsula College, Robert Louis Stevenson School, Community Hospital of the Monterey Peninsula*
- Small Businesses and Non-profits — *alternative health practitioners and arts organizations*

I take pride in finding the best solution for each project for each client.

## WORK EXPERIENCE

12/2008—Present

*Print, Web & Interactive Communications*  
Freelance, Roseville, CA

08/2003—12/2008

*Multimedia/Art Director*  
Anda-Burghardt Advertising, Monterey, CA

Anda-Burghardt Advertising was an integrated marketing agency with clients hailing from the hospitality/resort industry, California and Australian wine brands, as well as the health care and education sector. I was responsible for every aspect of our clients needs: strategy, concept, branding, art direction, photo shoots, Photoshop retouching, design and layout, web, Flash and digital video production.

09/2001—08/2003

*Owner/Multimedia Design and Development*  
Zumo Design, Santa Cruz, CA

Zumo Design offered full-service marketing communications, graphic design, print, web and multimedia development. As sole-proprietor, I was responsible for all aspects of every project. Projects ranged from logo design and corporate branding to interactive Flash product tours.

04/1997—09/2001

*Graphic Designer/Multimedia Designer/Producer/Creative Director*

Words & Images, Inc., Santa Cruz, CA

Words & Images was a growing creative company during the chaotic and exciting dot-com boom in Silicon Valley. I played an integral role in the progression, through several iterations of the business and corporate structures. I reported to the same individual (eventually the CEO) while accepting increasing responsibilities as the company evolved. Initially responsible for graphic design, pre-press production, web and multimedia development I continued to develop as a designer and honed my multimedia skill set. I was increasingly involved in client interaction, including new-business pitches and creative presentations. Ultimately, I managed a creative staff of 15 designers and developers, instituted training/development programs, defined the businesses project scoping, definition and estimating documents and practices, lead teams in the ideation, planning and execution of multidisciplinary marketing programs for high-tech start-ups to Fortune 100 corporations.

03/1995—04/1997

*Pre-Press Technician*

Post Digital, Inc., Santa Cruz, CA

Post Digital was the largest service bureau for the graphic arts community in Santa Cruz County. I was responsible for prepping and troubleshooting files for digital color proofing devices, PostScript RIPs and imagesetters.

## **SOFTWARE/TECHNICAL EXPERTISE**

*Graphic Production/Layout Software*

Adobe Illustrator, InDesign and Photoshop (CS4), Quark Xpress

*Interactive Software & Coding/Scripting Languages*

Flash, Director, BBEdit, QuickTime, Sorensen Squeeze, Sound Studio, AfterEffects

(D/X)HTML, CSS, XML, JavaScript, ActionScript, Lingo, as well as a familiarity with ASP, PHP, MySQL, MS Access, WordPress, Google Webmaster Tools, Google Analytics and SEO methodology

*Communications/Project Management Software*

Microsoft Office Suite, Adobe Acrobat Professional, MS Visio, FTP Clients, Clients & Profits

## **EDUCATION**

09/94-05/96

University of California Extension, Santa Cruz

*Certificate in Graphic Production*

09/89-03/91

Santa Clara University

*English/Studio Art*

Online portfolio available at:

*[www.JeffreyConway.com](http://www.JeffreyConway.com)*

References available upon request.