



Summary

Utilizing the combined knowledge of print and internet industries, along with challenging marketing and entrepreneurial experiences have enabled me to develop creative design solutions for both print and web.

Strengths include: developing creative concepts for non-profit and corporate clients; strong interest in producing html advertising for email with links to collaborative websites; ability to work with a team to complete a wide range of projects.

Education

American Graphics Institute

Adobe Photoshop I (Winter 2000)
Adobe Photoshop II (Winter 2000)
HTML II (Spring 2000)
HTML III (Summer 2001)
FLASH I (Winter 2001)

Certificate in Clinical Pastoral Education – May 1980

University Hospital, Louisville, Kentucky

Certificate of Completion – February 1980 Chaplain Candidate School

United States Air Force –
Maxwell AFB, Montgomery, Alabama

Certificate of Completion – May 1995

Management Enrichment
University of Pennsylvania

Master of Divinity – December 1979

Southern Baptist Theological Seminary
Louisville, Kentucky

Bachelor of Fine Arts in Graphic Design – May 1976

Philadelphia College of Art
Philadelphia, Pennsylvania

Bachelor in Academics – June 1971

Central High School
Philadelphia, Pennsylvania

Software Used

Web Design / Graphics

Macromedia MX: Dreamweaver, Fireworks, Freehand, Flash;
Adobe: Illustrator, Photoshop, Pagemill, Acrobat;
Microsoft: Front Page; WS FTP; Internet Explorer, Netscape Navigator

Graphic Design/ Layout

QuarkXPress; Pagemaker

Presentations

Microsoft: Power Point; *Macromedia:* Director

Operating Systems

Macintosh OS,
Windows 2000, Windows 98/ XP Pro

Other Applications

Microsoft: Word, Excel, Outlook

View Work

Own and operate:

www.ooopz.com
www.ooopz.com/aog
www.ooopz.com/edu
www.wheretoworship.com
www.theswatchbook.com

Developed and maintain:

www.mtairylogic.com
www.ivyleafschoools.org
www.vepassociates.com
www.cameronpierce.com

www.songhaipress.com
www.thevisionlink.com
www.cravendental.com

Experience

Graphic Designer / PEP BOYS National Headquarters | Philadelphia, Pennsylvania | June 2004 – present

- Production freelance artist for 2-6 page circulars for all states including Puerto Rico.
- Produce signage and other advertising materials as needed.

Graphic Designer / Printing Sales, Media Copy | Media/ Philadelphia, Pennsylvania | June 2003 – June 2004

- Perform pre-press responsibilities to insure proper formatting for either digital or traditional printing.
- Design projects for clients.
- Develop marketing material for Media Copy.
- Secure and service printing clientele.

Graphic Designer / Web Designer, De Lage Landen Financial Services | Wayne, Pennsylvania | May 1999 – March 2002

- Design and produce lease documents and marketing collateral materials for various business segments of this international leasing firm, including Bank Outsourcing, Agricultural, Small Equipment and Medical Industries.
- Developed First Union Bank's first leasing newsletter.
- Developed innovative screen savers for entire companies PCs.
- Maintained intranet website for Americas Corporate Headquarters.
- Lead photographer for marketing department.

President, The Alphaomega Group, Inc., Marketing, Management, Consulting | Wayne, Pennsylvania | 1997 – present

- Primary operator of marketing firm which develops marketing strategies for small companies and individuals.
- Create and apply designs to market products and services utilizing print (business cards, stationary, brochures, posters) apparel (tee shirts, sweat shirts, etc.) as well as for the internet using web design.
- Developed The Ivy League Project - marketing support for university students, www.ooopz.com/edu.
- Developed national directory and information center website for churches - www.wheretoworship.com.

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Experience

continued

Assistant Director, Reprographics Dept. - The Wharton School - University of PA | Philadelphia, Pennsylvania | 1992 – 1996

- Supervised managers in two areas of the reprographics department -Course Materials, and Computer Design.
- Manager of Client Services department - direct supervision of seven full-time customer services staff. Developed and maintained policies and procedures for employees.
- Coordinated bulk pack retail sales of course materials to Undergraduates MBA and Ph.D. students each semester. Train and supervise 15-25 part-time and full-time employees. Developed evening shift for production of course materials.
- Developed association with various universities such as (Harvard, Penn State, University of Pittsburgh) to compare procedures and processes of their reprographics and course materials departments.
- Participated in digital printing conferences for non profits and universities sponsored by Xerox and Kodak, locally and nationally.
- Designed and produced directional signage for the Reprographics and Computing Suite.

Print Shop Manager - The American Friends Service Committee | Philadelphia, Pennsylvania | 1988-1992

- Operations manager of the AFSC National Headquarters print shop. Provide printing for the national office as well as regional offices. Responsible for training and supervising eight, including both part time and full time staff. Research and purchase printing equipment for the department. Responsible for maintaining yearly budget for department.
- Attend Service Committee sponsored management enrichment seminars: time management, organizational structure.

Print Shop press /darkroom operator - The American Friends Service Committee | Philadelphia, Pennsylvania | 1982-1988

- Operations manager of the national headquarters darkroom and stripping department.
- Press operator for printing department.

Manager for The American Baptist Newspaper and Printing | Louisville, Kentucky | 1980 -1982

- Managed non-profit in-plant print shop and newspaper for the General Association of Baptists in Kentucky. Responsibilities included producing a weekly newspaper; promoting the newspaper state-wide; managing the print shop including purchasing equipment, staffing, and maintaining a yearly budget.

Reporter/photographer for The American Baptist Newspaper and Printing | Louisville, Kentucky | 1976-1980

- Reporter and photographer for state Baptist newspaper. Travel throughout state of Kentucky covering events and stories of interest to subscribers of newspaper. Also graphic designer and press operator in the printing department. Assisted in development of souvenir history book for 100 year celebration of The American Baptist Newspaper.

Honors & Awards

Philadelphia College of Art

Dean's List 1974 and 1975

Outstanding Young Men of America

Outstanding Young Men of America Award 1980

Outstanding Young Men of America Award 1986

General Association of Baptists in Kentucky

Baptist Unified Leadership Conference Faithful Service Award 1981

The American Baptist Newspaper of the General Association of Baptists in Kentucky Certificate of Commendation 1982

Outstanding Service Award as Manager of The American Baptist Newspaper 1981-1982

Contact Info

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