



Jeff Goodner

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I am a strong Creative Director/Art Director/Senior Designer with more than seventeen years in agency/design firm experience; I am seeking a multi-faceted position as an Creative Director/Art Director/Senior Designer. Now more than ever in today's unsure economic climate, "Smart Decision Makers" are turning to creative marketing ideas to stimulate business and boost sales. My experience includes creating collateral and advertisements from concept to completion, client services and presentations.

As a versatile leader and designer, having exceptional abilities in conceptualization, coordination with implementation of marketing campaigns and my strong creative force thrives on imagination, passion and leadership. I take pride in my track record of success in helping my employers meet their goals, budgets and deadlines. You will add a seasoned professional to your team with the years of knowledge I have acquired. I will bring to this position the following experience and skills:

- As a Creative Director for an in-house ad agency, I bring the experience of having creative direction on all projects for three companies and five divisions.
- Ability to conceptualize, coordinate and implement marketing campaigns, from comp stage through printing within budget and deadline specifications.
- Exceedingly comprehensive understanding of brand identity development, positioning and strategic marketing for catalog design and magazine advertisement.
- Versatile problem-solving skills with an emphasis on identifying and targeting the appropriate audience for industry shows and public relations events.
- In-depth knowledge of the software as well as productivity techniques.
- Extremely comfortable working in a team environment with emphasis on achieving high-profile creative solutions through supervision, motivation and training.

I am thoroughly knowledgeable in desktop publishing. Working with the latest in Macintosh hardware and implementing the most sophisticated software available, such as QuarkXPress, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Acrobat, Dreamweaver, Flash, Microsoft Word and Excel etc.

Although a resume is a black and white rendition of my qualifications, I am anxiously awaiting an opportunity for a full color personal interview with your organization. I am sure you will agree this will bring true focus to my accomplishments. I look forward to discussing with you a long-term engagement with your company. Thank you for your consideration.

Sincerely,
Jeff Goodner





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o b j e c t i v e

To establish a lasting professional career by applying creative problem-solving skills and account service experience. To continue fine-tuning and expanding my abilities by seeking challenging and diverse creative opportunities within a stable and growing firm.

s k i l l s

Creative, highly motivated, results-driven design professional with extensive experience in directing overall marketing communications activities, including public and media relations, advertising, direct marketing and web design. At significantly reduced costs, a proven track record on developing and implementing innovative campaigns and programs resulting in dramatically increased revenues, enhanced media and program-oriented coverage. From industry shows and public relations exceptional leadership, strategic planning, and negotiation skills.

e m p l o y m e n t

Highly Proficient in
Adobe CS,
Photoshop, Illustrator,
InDesign, QuarkXpress.

Proficient in
Adobe Acrobat,
Microsoft Word, Excel,
PowerPoint,
Image Ready,
Dreamweaver, Flash
STRATA 3D

Contracted Work
The Creative Group
Irvine, CA.
2/2008 - Present

Creative Director
Confidential Please
West Coast Corvettes,
Anaheim, CA.
9/2006 - 2/2008

Art Director
Steve Millen Sportparts Inc., / STILLEN
Costa Mesa, CA.
6/1996 – 8/2006

Ad Agencies Senior Designer
Long Advertising,
Valencia, CA.
5/1995 - 6/1996

**Printing Company Prepress
Specialist / Designer**
Difatta Graphics,
Van Nuys, CA.
8/1993 - 5/1995

- Interface directly with Owner / Marketing / Sales Managers / Account Executives to in establishing marketing and production of client objectives bring all projects from concepts to printed or web completion.
- Team and project leader supervising, motivating and training the in-house staff, along with freelancers.
- Assign and direct team members in developing design concepts into art layouts and prepare layouts for print and the internet.
- Photo manipulation in layers and color correction through masking with Photoshop and skillful in arranging type in QuarkXPress and InDesign.
- Designed mechanicals and computer graphics for corporate advertisements and promotional literature.
- Meeting the clients goals in 3D rendering for permanent and temporary Point-of-Purchase displays, and packaging.
- Responsible for staying within / below budget on all printed materials.
- Pre-flight all files before they went out for color separation.
- Completed press checks for all printed material.
- Meet tight advertising deadlines in 25 different monthly magazines.
- Nurture web sites and numerous monthly web banners.
- Contact various magazine editors of up coming project vehicles for potential front covers, editorials, press releases and technical articles.
- Purchase and manage maintenance of all graphics hardware and software.
- Company event and trade show planner & coordinator.



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West Coast Corvettes Catalog

- 116 page catalog, supporting sales staff.
- Complete layout in QuarkXpress, copy and photo layout.
- Front cover and back cover designed in Photoshop.
- 6 layered file for file cover.
- Color correction and retouching.
- All background images manipulated in Photoshop.
- Printing and price quotes (below budget \$2500.00).
- Local press check.



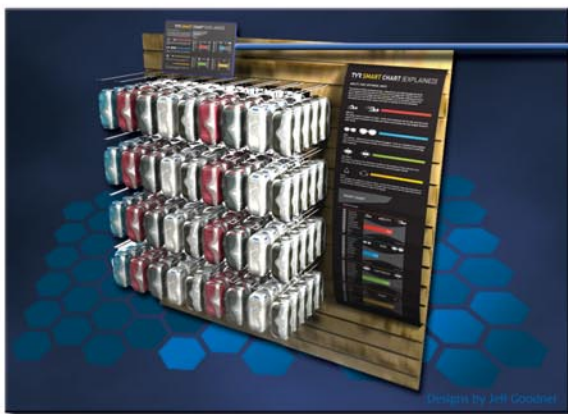
West Coast Corvettes Web Site

- E-commerce web site, supporting sales department.
- All background images manipulated & layout in Photoshop.
- 8 layered header with new logo.
- Update monthly background main images.
- Completed HTML layout in Dreamweaver.
- Weekly updates for new products.
- Site transfered to programmer to finish e-commerce.
- Monthly updates to web banners and email newsletter.



Statix Brochure

- 12 page division brochure, supporting sales staff.
- Complete design and layout in Photoshop.
- Design and place Statix logo on red caliper.
- Color retouching an all photos.
- See threw wheel & change caliper color from black to red.
- New division logo designed in Illustrator.
- Color retouch on returned scans.
- Printing and price quotes.



TYR Slat Wall Display

- Slat wall display, displaying products at the retail level.
- Final rendering manipulated in Starta 3d.
- Original layout in Photoshop, Illustrator & InDesign.