



## QUALIFICATIONS

Forty years experience in advertising, marketing and graphic design in both corporate and agency environments.

Strengths include creative concept development, innovative design, effective project management and the ability to work under pressure to meet deadlines.

Specific skills include:

Advertising design

Direct mail design

Brochure design

Magazine design & production

Logo design/branding

## EMPLOYMENT HISTORY

### MarineMax

Clearwater Florida

June 2014 – May 18, 2023. Creative Coordinator - Art

Sales campaign concept development, design: advertising, brochures, direct mail, and other marketing materials.

### TUI Marine (The Moorings, Sunsail, Footloose, LeBoat)

Clearwater Florida

January 2011 - April 2014. Senior Graphic Designer

Design brochures, advertising, direct mail, Mainsheet Magazine, web banners, boatshow graphics.

### Baisden+Co Advertising (Muller/Baisden Advertising)

Tampa, Florida

July 2004 - 2009. Art Director

Design advertising, brochures, direct mail and other marketing materials for many different clients such as Inland Homes, Apartment Hunters, Projector People, Bay Cities Bank and Design Interiors.

### CompuServe/GEAC Computers

Columbus, Ohio/Tampa, Florida

1993 – 2002. Art Director

Advertising & direct mail concept development, design and production. Design and produce all product brochures, newsletters, customer conference materials and all other internal or corporate projects. Design and maintain a corporate identity system. Configured corporate tradeshow exhibit for numerous national tradeshow each year including generating floor plans, design and production of graphics and on site setup/dismantle supervision. Designed customer conference brochures, marketing materials and signage.

### CompuServe 1983-1993

Columbus, Ohio

Corporate Communications Designer

Design and produce direct mail, newsletters and various other corporate materials. Assist in tradeshow coordination and booth setup. Designed and produced Online Today magazine, a 48 page, 4 color, monthly publication for CompuServe Customers. Designed various materials for company parties, picnics, and functions. Photo direction, printer selection, and proof approval for these projects. Designed direct mail for CompuServe Information Service subscribers, and Online Today magazine advertisers. Created Comment, an 8 page monthly employee newsletter.

Graphic Arts Assistant

Assist in the production of Comment newsletter, and Online Today magazine. Design and produce various in-house projects. Layout computer documentation and user guides. Prepare camera ready art for various corporate communication projects.

### Computer Skills

Adobe InDesign, Illustrator and PhotoShop.