

David Fink

INTEGRATED MARKETING IN THE UNIVERSITY ENVIRONMENT

Graphic Designer in the University of South Florida's Office of Communications and Marketing, reporting to the Office of the President. Responsibilities included design and development of print and online materials covering the areas of university image branding marketing, both internally and externally, ad campaigns for the university and colleges and design assistance to colleges and departments. These campaigns were typically placed in both print and online editions of the Chronicle of Education, Florida Trend, Maddux Report, local newspapers and Tampa International Airport. The design process encompassed the loop from concept development through timely delivery of printed and online products to serve the clients. Other projects included designing the updated university logo and associated branding standards. Creative direction involving photography and media relations intergration were also part of this role. Collaboration with the Offices of the Provost, Undergraduate Admissions, Research, Student Affairs and others were part of the demands. **(1996-2011)**

GENERATED ADDITIONAL WORK FROM CLIENT

Graphics Specialist for Geonex, St. Petersburg, Florida. In an effort to update and improve capabilities of my department, which encompassed a wide variety of graphics and mapping projects - took the initiative to establish computer graphics and desktop publishing into projects to better interface with contract client U.S. Fish & Wildlife Service /National Wetlands Inventory. As a result, additional projects were awarded in this field as the client moved further into digital operations. Observations from my supervisor included: "...David's performance in this area has far exceeded the scope of his job description." **(1990-1996)**

PUBLISHING AND DESIGN EXPERIENCE

Assistant Advertising Art Director with Gulfshore Publishing Company in Naples, Florida. Assisted Advertising Art Director with meeting the demands of one quarterly and two monthly regional magazines – one of which received the Florida Magazine Association's top award for editorial and design content, (GULFSHORE LIFE). Previous to this position, served as interim Advertising Art Director before being brought permanently on board into the advertising department. Responsibilities included ad design, client contact and tracking of ad elements from color separations to final printing. **(1989-1990)**

DEMONSTRATED ABILITIES

Director of Small Scale Mapping/Graphics Department at Geonex Martel, St. Petersburg, Florida. During the first part of my tenure with the company, produced a wide scope of environmentally focused map products and support graphics in close coordination the USFWS (contract client). Expanded services of my department through voluntary role as primary coordinator of aerial photo enlargement projects. Assisted key marketing personnel in developing promotional print pieces. Official note of performance included: "...work for us has been meticulously well done... attitude under the pressure of extremely tight deadlines has been unwaveringly cooperative". **(1986-1989)**

MANAGEMENT OF SYSTEMS AND HUMAN RESOURCES

Production Supervisor at Fantastic Graphics, Inc., Tampa, Florida. Researched and distributed status reports of contract orders. Consulted with sales/production staff when problems were anticipated – scheduled work programs to assure deadlines were met. Designed an instructional manual for art production personnel – as a result, this guide unified procedures and established an official training method for new employees. Designed system to simplify the inventory and purchase of art supplies. **(1984-1985)**

RELATED EXPERIENCE

Freelance Designer for the Shirley Frank Foundation, New Haven, Connecticut, and Yankee and Company, also in New Haven. Designed print pieces/signage for the Southern New England Telephone Company, New Haven. **(1980-1984)**

EDUCATION

BFA, Rhode Island School of Design, Providence, Rhode Island.
Major: Sculpture.