

GREGORY N. ARMSTRONG
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Profile - Results oriented marketing and graphic design professional with a record of accomplishments in strategic communications, corporate identity development, sales, client relations, management, and education. Proven ability to interpret and communicate marketing challenges into effective creative solutions. Accomplished knowledge of production workflow and technology for print, multimedia, and photography.

PROFFESIONAL HISTORY

ARCTURUS MARINE SYSTEMS

ARCTURUS UAV

Manufacturer of engineered marine products for yachts and superyachts, and UAVs

Art Director/Marketing Manager/Webmaster

Rohnert Park, California, 2005 – present (downsized to contractor since 01/09)

- Established, staffed and managed the company's marketing department
- Wrote and implemented international and national targeted marketing plans.
- Developed and implemented marketing and advertising programs to support explosive worldwide growth of 21% in 2005-06, 48% in 2006-07, and 21% 2007-08
- Organized and managed all aspects to support national and international trade shows including, offline and online promotion, product displays, trade events, marketing materials, logistics, and premiums. Provided similar support to eight international distributors in seven additional worldwide tradeshow
- Instituted and implemented company and product corporate identity initiative worldwide through print, online, public relations, tradeshow, seminars, and sales events
- Developed, designed, wrote, built, and promoted SEO and SEM strategies for two company websites
- Planned and negotiated media buying for various platforms including: print, online, tradeshow, and events with a budget of \$250,000 per year
- Designed, produced and distributed advertising to worldwide audience in print, online, direct mail and events
- Developed communications with editors and writers in the industry to reinforce branding through constant public relations including: news, press releases, articles, case studies, and supporting visuals and data
- Designed and produced promotional premiums to support corporate branding and sales initiatives
- Provided marketing support for a separate non combat Unmanned Aerial Vehicle division of the company

THE PRESS DEMOCRAT.

Pulitzer prize winning newspaper of the New York Times Company

Art director and lead prepress technician

Santa Rosa, California, 2004 – 2005

- Led the deployment, maintenance, and expansion of PDF based pre RIP publishing workflow, automated online proofing, and tear sheet service for various publishing products including: daily newspaper, 4 glossy magazines, A80 weekly inserts and special sections, and direct mailers
- Designed, produced, proofed, paginated, and troubleshoot electronic ads for the daily newspaper, 24 yearly special sections, four 100 page+ seasonal glossy publications, direct mail, and custom print products
- Migrated an advertising department of thirty Macs and designers from OS 9.2 to OS X providing deployment, instruction and troubleshooting support

R & B REALTY GROUP

Holding Company for Oakwood International

Manager digital imaging systems

Los Angeles, California, 2001 – 2004

- Imaged and produced the digital photographic work of well-known L.A. photographers and Hollywood celebrities
- Captured, optimized, edited, and managed a private collection of twelve thousand fine art photographs

- Developed a line of large scale fine art photographs marketed to corporations, office, and interior design firms
- Provided digital imaging, digital reproduction, and production assistance for: corporate art, public relations, event photography, tradeshow displays, and corporate portraits
- Designed, built and equipped various private digital imaging labs using state-of-the-art technologies and materials including: bluetooth, printing over I.P. FTP access, and wireless networking
- Set and managed the digital photography/imaging workflow of digital photography labs
- Continuously evaluated and purchased new technologies in digital photography and imaging while attending major digital imaging tradeshow and fine art photography workshops nationally

AL PAUL LEFTON COMPANY

National Business to Business Advertising Agency

Senior Art Director

Philadelphia, Pennsylvania, 1999 – 2001

- Conceived, designed and produced award winning creative solutions including: tradeshow programs, corporate collateral, print and online advertising, web sites, catalogs, sales materials, presentations, and photography
- Engaged in the everyday creative operations in nation's 3rd largest B2B integrated communications agency. Responsibilities included: estimate and analyze cost of campaigns, schedule project workflow, manage production, schedule freelance personnel, direct vendors, track and control billing and costs
- Presented and defended agency creative solutions to the client
- Communicated with client, analyzed criteria, developed strategy, deployed creative initiatives
- Researched, hired and managed external resources and vendors
- Conceived and produced a search engine optimization strategy that increased search engine ranking for clients and added an additional fifteen thousand dollars to existing agency internet accounts
- Clients included: Totalfina S.A., Ato chemicals, Tyco Electronics, Rohm and Hass, Mitsubishi Fuso trucks, Morgan truck bodies, Huntsman chemicals, Leviton electronics, Scotland economic development, and Thermatru doors

MTG DESIGN

Full Service Design Studio

Creative leader

Media, Pennsylvania, 1997 – 1999

- Directed and managed the creative and production efforts of a seven person graphics team
- Managed the daily contact with clients, Philadelphia printers, advertising agencies, and multiple vendors
- Designed, developed and produced a variety of creative products including: product catalogs, corporate collateral, packaging, P.O.P., sales presentations, direct mail, digital photography, digital reproduction, and interactive products
 - Hosted, designed, produced and maintained seventeen web sites representing various industries including: educational, photographer supplies, food and beverage, cosmetics, and industrial chemicals
- Directed, designed and produced all the communications tools for a nationally distributed Health food products line including: public relations, photography, packaging, websites, advertising, sales materials, tradeshow, and promotions
- Clients included: Philadelphia Phillies, Swarthmore College, HH Racing Group, Devine Foods, and Penn Photomounts

PHILADELPHIA UNIVERSITY OF THE ARTS

MOORE COLLEGE OF ART

Instructor

Philadelphia, Pennsylvania, 1996 – 2000

- Designed and taught curricula in all the major graphic arts software including: Illustrator, Photoshop, InDesign, Quark Xpress, HTML, and pre-press and production systems
 - Developed highly successful courseware for a prepress and production certificate program for professionals designed to migrate analog production experience to the emerging digital workflow
 - Conceived, wrote, and maintained a digital imaging web site used as a content destination and as a way to test and evaluate students online, saving valuable class time
- Mentored and assisted students with post graduation job searches and career strategies

DAKOTA DESIGN

Boutique Design Studio

Art Director

Malvern, Pennsylvania, 1991 - 1994

- Developed a broad range of award winning creative products for Fortune 500 companies including: national and spot advertising campaigns, corporate identity development, direct mail programs, brand development initiatives, and collateral. Clients included: Dupont, Universal Health Services, IMS America, Hilton Hotels, University of Pennsylvania Museum, People's Light and Theater Company

CONSULTING

GREGORIAN DESIGN

Creative Communications Consultant

1994 - 2008

- Graphic Design, sales tools and support, marketing, promotions, product development, trade show production, display design, web design and promotion, multimedia, photography, training.
 - Clients included: Winzler and Kelly engineering, Sonoma County Sheriff, Sonoma National Bank, Sonoma Mountain EcoVillage, Sturgeon Mill Museum, All-Coast forest products, TouchSonic Technologies, Spring Lake Village, Road Side Daisies, Audiology Associates, Williamsburg Greenpoint News, Fox & Roach Realtors, Judy & Joel's Kitchcen, CMAC, Flour Daniel GTI, Philadelphia Arts Bank, Philadelphia Fringe Festival, and Systems Solutions Inc.

EDUCATION

SCHOOL OF VISUAL ARTS 1988-1990 *Graphic Design/advertising.*

PHILADELPHIA COLLEGE OF ART 1983-1986 *Graphic Design/illustration.*

PRATT INSTITUTE 1982-1983 *Foundation in Graphic Design.*

Keywords – Offline and online marketing, corporate identity and standards development, corporate collateral, catalog design, sales materials & presentations, advertising, magazine design, newspaper design, copywriting, radio, public relations, packaging, trade show planning and design, POP, direct mail, multimedia planning and design, information architecture, web site architecture, website SEO and SEM, website programing and maintenance, digital photography, digitalproduction, digital workflow planning, client relations, project and team management.

Bilingual; Spanish/English spoken and written.