

objective To save my employer time and make them money

summary of qualifications

- Marketing-focused, results driven
- Consistently exceeds expectations
- Enthusiastic, self-motivated, professional attitude
- Creative "outside the box" thinking—a problem-solving solution provider

specific skills

- Experienced in all phases of design process, from concept to press check, including art direction, photo shoots, training, etc.
- Expertise in InDesign, Quark, Illustrator, Photoshop, Final Cut, Dreamweaver, Flash, FusionPro (variable data design tool), MS Office, etc.
- Exceptional Direct Marketing results through design, copy writing, personalized URLs, variable print, and pay-per-click advertising.

experience

PrintMailers, Inc. • Houston, Texas
Creative Director/Marketing Consultant • Developed pay-per-click marketing program and co-developed lead generation program (CRM/follow-up) that generated \$953,643 in new sales in 2006 (ROI 2,722%). Headed up new product development (personalized URLs, standardized products, magnet mailers, etc.) Instrumental in reseller program that generated over \$2.2 Million in sales in 2007. In charge of in-house marketing and promotion, from corporate identity to web page design (*pminet.com*). PrintMailers is a turn-key direct marketing and fulfillment company.

Century Marking, Inc. • Houston, Texas
VP of Operations/Marketing • Directly involved in most phases of marketing: copy writing, catalog and advertising design, product development and management, package design, web development (*stamper2000.com*), direct marketing consulting, and sales presentations. Improved operations processes and increased capacity. Century is a manufacturer of custom office products: rubber stamps, signs, banners, plaques and business gifts.

PrintMailers, Inc. • Houston, Texas
Designer • Responsible for creative design and in-house marketing.

The Editing Company • Houston, Texas
Senior Art Director • Produced video and print graphics, as well as photo retouching, video frame captures, advertising, illustration, etc. The Editing Company is a video post-production house.

Health & Fitness Magazine • Houston, Tx Jan. '90–Sept. '92
Art Director • Designed and produced three magazines per month, supervised other artists, and kept the magazines on their strict deadlines.

education **The University Of Texas at Austin**
August 1982–July 1986
Bachelor of Fine Arts— Commercial Art

awards/personal KUHT-TV (PBS) winner. MFSA First place— self-promotion campaign; First place— web site. National MFSA: First place— variable project.

Married to a wonderful wife, with three sweet, not-so-little-anymore girls.



scottbronstad

17402 W. Mill Village Circle
Houston, Texas 77095
281-345-6633
Scott@BronstadDesign.com