

Barbara Alexander Shopiro

Westfield, NJ

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Summary of Qualifications

Accomplished and versatile graphic designer / art director with strong marketing experience

- More than 15 years of practical experience in graphic design from concept through production
- Art direction, production and project management expertise
- Marketing experience includes research, strategic planning, budgeting, and tracking
- Skilled in web design, implementation, and maintenance
- Editing and writing ability

Technical Skills

Proficient in Quark Xpress, Adobe Photoshop, Illustrator, InDesign, Dreamweaver, Fireworks, and Microsoft Office including PowerPoint and Excel. Worked with Cold Fusion Studio, Access, and many other popular software programs. Web coding skills include HTML, Javascript, Flash, and Cold Fusion. Ability to learn new software programs quickly. Familiar with PC and Macintosh environments and cross-platform issues.

Experience

Graphic Design / Art Direction / Project Management

Art direction, design, and production for monthly medical journal and supplements, including scheduling and coordination with printer, publisher, and editorial staff for timely publication
Concept, design, and production for brochures, advertisements, sell sheets, and catalogs
Page layout and design for monthly tabloid-size publication including art, charts, and graphs
Creation, design, and production of large posters and signage for trade shows
Production of several monthly newsletters including design and editing
Event posters, invitations, programs, tickets, and t-shirts from concept through production
Logos and corporate identity packages

World Wide Web

Design, and implementation of many websites (technical skills include html, CSS, Javascript, and Flash)
Familiarity with web development environment including FTP sites, servers, and databases

Marketing

Advertisements and brochures for electronics products both B-to-B and for consumers
Coordination of design and content with corporate management and engineering department
Development of cohesive company-wide literature plan
Wrote online questionnaires, followed up on responses, database management, reported results
Use of Access database to gather mailing lists and other information
Planning of informational seminars including design and production of all printed materials
Design and production of PowerPoint presentations
Trade show planning and production including booth graphics, literature, and promotional items

Editorial and Writing

Writing and production of ads and brochures for medical journal and for manufacturing company
Editing of marketing materials including brochures and catalogs
Writing and editing of monthly newsletters from raw materials provided by client
Organization, editing, and design of training manual for a quicklube chain
Production of website statistical analysis reports for clients
Writing and editing of articles for website content

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Work Chronology

Art Director/Production Manager (2003-present), Anderson Publishing, Scotch Plains, NJ

Publisher of *Applied Radiology* medical journal

Graphic Design/Marketing Consultant (2002-2003)

Graphic Designer/Web Developer/Marketing Assistant (2000-2002), Dranetz-BMI, Edison NJ

Electronic monitoring equipment manufacturer

Assistant Art Director/Office Manager (2000), The Turnaround Team, Westfield NJ

Marketing firm focusing mainly on web development

Creative Rags Typesetting & Design, owner (1989-2000)

Graphic design business

Education

Degrees

Alfred University

BA, English

Adelphi University

MA, Theatre Arts

Continuing Education

The New School

Dreamweaver (2000)

The New School

Advanced Web Page Design (2001)

Seton Hall University

Marketing Strategies (2002)

Macroeconomics (2003)