

Barbara Alexander Shopiro

Westfield, NJ

908-246-0616 (mobile)

email: barbara@bshopiro.com

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Summary of Qualifications

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

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

Technical Skills

Proficient in Adobe Creative Suite 5, QuarkXpress, Dreamweaver, Fireworks, and Microsoft Office including PowerPoint and Excel. Worked with Cold Fusion Studio, Access, and many other popular software programs. Web skills include html coding, CSS, Javascript, and Flash. 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 monthly tabloid-size publication for medical professionals, including scheduling and coordination with printer, publisher, and editorial staff for timely publication

Concept, design, and production for brochures, advertisements, sell sheets, and catalogs

Creation, design, and production of booth graphics, 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 both B-to-B and for direct to consumers

Coordination of design and content with marketing department and primary developers

Development of cohesive company-wide literature plan for electronics firm

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

Copy editing for news publication for medical professionals

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 manuals

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

Art and Production (2009-2011), U.S. Medicine, Lambertsville, NJ

Tabloid-size monthly publication for federal medicine practitioners

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)