

# Jeffrey D. Howell

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*While most of my experience is in the creative field, running my own business has taught me many skills relating to time management, organization, customer service, attention to detail and leadership.*

*Extra-curricular activities have cultivated strong leadership qualities which will help me lead and manage with excellence.*

## RECENT EMPLOYMENT EXPERIENCE

- The Creative Group                      Minneapolis, MN                      May 2011 - July 2011
- Onsite contractor with various creative positions in the Twin Cities market. Projects include: rebrand of vertical solutions for medical device company, design packaging and marketing materials. Refresh online presence and current branding for an event based financial ministry program.
- Intelligent By Design, LLC                      Minneapolis, MN                      October 2008 - May 2011
- Chief Manager of graphic design, web design and social media consulting company. Developed dynamic websites for clients, created branding and marketing strategies. Used social media to create interest and increase traffic to website and convert leads. Act as a consultant with TonkaBay Consulting, helping sellers who use the Four51 system, use it better, assist with variable products and site builds. Support when necessary.
- Four51, Inc.                      Minneapolis, MN                      June 2007 - October 2008
- support specialist - assist users of software troubleshoot problems, train users, manage custom projects. Was selected by senior management to create and implement an extensive knowledge base
- SirSpeedy                      Fridley, MN                      October 2006 - April 2007
- Pre-Press/Graphic Designer - preflight files, set up jobs for production, output digital jobs, create custom work for clients. Provide exceptional customer service. Manage department assets, supplies, and schedule
- Workflow One                      Chaska, MN                      October 2004 - October 2006
- Scheduler/Graphic Designer - scheduled jobs for production, create business forms, create custom work order paper, ink and other supplies. Manage second shift plate making and pre-press department
- Kinkos                      Minneapolis, MN - Concord, NH                      August 2002 - October 2004
- Senior Project Manager - responsible for job scheduling, production management, supply ordering, job production and finishing coordination and employee management

## EDUCATION

- Diploma                      BOCES Vocational Ithaca, NY                      September 1992 - June 1994
- Offset Lithography
  - Advertising Design
- North Central University                      Minneapolis, MN                      September 1999 - January 2003
- Youth Ministry (126 credits)
  - Was also editor and art director of school monthly newspaper, The Northern Light

## SUMMARY OF SKILLS AND EXPERIENCE

### CREATIVE DESIGN

- Adobe Creative Suite
- Quark
- Proficient in both Mac and PC
- Brand strategy (incl. style guide)
- Pageflex

### PRINTING PROCESS AND WORKFLOW

- 4-color process
- digital print/print on demand and offset print
- Traditional and electronic pre-press
- preflight and production art skillset
- project management

### WEB DESIGN | TEMPLATE CUSTOMIZING | SOCIAL MEDIA

- Facebook campaigns, LinkedIn discussion groups, strategic Twitter posts and effective blogging.
- Use of other various social media platforms to increase exposure
- Joomla
- cPanel whm
- Web element optimization
- SEO/SEF/SEM
- some HTML/CSS skill set