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**Objective:**

An opportunity to demonstrate how my skills and experience can contribute to your bottom line through growth and development of your company.

**Experience:**

**Florida Lighting** 2000 to present

(Decorative Lighting importer and Electrical Supplies distributor)

Creative Director – production of sales materials and marketing

Instituted a professional and very successful advertising program.

In large part responsible for the dramatic increase in sales and the company being purchased by InterLine Brands.

**Van Lennep Graphics** 1990 to 2000

(Full Service Graphics Agency)

President – Creative Director, Marketing Director

Marketing, advertising, catalogs, sales brochures, print and electronic media

Client List:

Watsco Components

Frank Hillson Nissan/BMW

Gemair Distributors

Mullinax Ford

Mueller Refrigeration

Lou Bachrodt Toyota

Florida Heat Pump

Pompano Ford

Nextel

Hollywood Ford

CPS Instruments

Homestead Ford

Florida Lighting/Sun Star Lighting

Homestead Pontiac/GMC

Hart Toyota

Stuart Isuzu

Creative Computer

**Type Studio** 1989 to 1990

(Busy service bureau, printer and ad agency)

Production Manager and Creative Director

Organized and increased profitability by making sure the product got out the door and to the client on time.

**Walt Peabody Advertising/Southeast Publications** 1983 to 1989

(Produced advertising materials for direct response publications)

Started as a Paste-up Artist, promoted to Production Supervisor in charge of night shift, then, promoted to Production Manager. Supervised all employees in the production department including training, scheduling and budgeting. Brought overall expenses down. Greatly increased the efficiency and quality of the production department. Department consisted of a 34 person art department with 25 paste-up artists, 3 traffic persons, 3 typesetters, 2 proofreaders, 1 camera operator running 2 shifts (day and night).

Computer Skills: Quark Express

In Design

Dreamweaver

Flash

Photoshop

Illustrator

Acrobat

Bridge

Microsoft Word

Microsoft Excel

Microsoft Outlook

Microsoft Power Point

Sketcher 3D modeling

Printing: Full understanding of the printing process and pre-press

Online Portfolio: <http://www.vanlennepdesign.com>

Photography: Accomplished amateur photographer  
See samples in my online portfolio

Education: Maryland Institute College of Art  
Bachelor of Graphic Design – May, 1983

Dale Carnegie: Leadership Training for Managers, Summer, 1988

Awards: Florida Lighting Employee of the Year - 2000  
Sun Sentinel, Most Effective Auto Dealership Campaign – Frank Hillson Nissan/BMW  
Numerous awards from HVAC News for most reader response

Hobbies: Photography, golf, drag racing and DIY projects

References: available upon request