

Fred Van Lennep

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Objective: An opportunity to work for a growing company and to contribute to your success utilizing my proven capabilities in the creative fields and marketing.

Experience: Creative and Marketing Manager

Allied Bingo Supplies 2010 to present Responsible for catalog design and production, direct mail, web marketing including: SEO and PPC with a sales increase of 38%. Also responsible for website development and management, new product development, and mailing list management.

Graphic Design and Photography 2008 to 2010 Production Manager and Art Director for VIVA magazine
 Created and marketed original art photography to a fine art gallery in mid-town Miami and had 2 successful shows.

Florida Lighting 1999 to 2008 (Decorative Lighting Importer and Electrical Supplies Distributor)
 Creative Director – production of sales materials and marketing
 Instituted a professional and very successful advertising and marketing program. In large part responsible for the dramatic increase in sales taking the company from \$1 million in sales to over \$15 million and the company being purchased by InterLine Brands.

Van Lennep Graphics 1990 to 2000 (Full Service Advertising Agency)
 President – Creative Director, Marketing Director
 Marketing, advertising, catalogs, sales brochures, print and electronic media

Client List:

Watsco Components	Gemair Distributors
Mueller Refrigeration	Florida Heat Pump
Nextel	CPS Instruments
Florida Lighting/Sun Star Lighting	Hart Toyota
Frank Hillson Nissan/BMW	Mullinax Ford
Lou Bachrodt Toyota	Pompano Ford
Hollywood Ford	Homestead Ford
Homestead Pontiac/GMC	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:

Adobe Creative Suite	Quark Express
InDesign	Dreamweaver
Photoshop	Google Analytics
Illustrator	Microsoft Word
Adobe Acrobat Professional	Microsoft Excel
Adwords	Microsoft Power Point
Microsoft Outlook	Sketcher 3D modeling

Online Portfolio: www.vanlennepdesign.com

Skills: Printing: Full understanding of the printing process and pre-press
Photography: Accomplished photographer

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

Awards: Dale Carnegie
Leadership Training for Managers
Summer, 1988

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, boating and DIY projects

References: Available upon request