

Dan Berger
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July 24, 2013

Re: Temp to Hire Graphic Design Position

To whomever it may concern,

I noticed on **CRAIGSLIST** that your company is seeking to place a **Graphic Designer**. I am a Senior Level Graphic Designer/Marketing and Communications Specialist with experience in all aspects of graphic design, project research and production, direct mail marketing, copywriting/proofreading, and photo shoot coordination. I would welcome the opportunity to meet with you to discuss your open position and present my extensive portfolio.

With over 20 years of combined success as a corporate, agency, and freelance graphic designer, I have repeatedly proven my ability to balance creativity and design within budget, and communicating effectively with colleagues, clients and vendors.

CONSIDER A FEW HIGHLIGHTS OF MY EXPERIENCE:

- ◆ Design and layout of brochures, catalogs, direct mail pieces, packaging and point-of-purchase displays for **Epson America, Inc.** - a worldwide leader in computer hardware, high quality paper, and supplies.
- ◆ Design and layout of direct mail materials for **Answer Financial, Inc.**, an on-line insurance company.
- ◆ In conjunction with **Answer Financial, Inc.** developed, designed, and implemented National Direct Mail Campaigns for many **Fortune 500** companies such as **Sears, Best Buy, Sam's Club/Walmart, Huntington Bank, Comerica Bank, and JC Whitney.**
- ◆ Design of catalogs, corporate powerpoint presentations, brochures and logos for **Duraguard** - a lighting supply company. (www.duraguardproducts.com)
- ◆ Design and layout of novels and non-fiction books for **Self Publishing Resources** - (www.selfpublishingresources.com)
- ◆ Design and layout of catalogs, advertisements and packaging for **Michael's of Oregon**, a sporting goods manufacturer (now part of Bushnell).
- ◆ Design and layout of books, and DVD/CD packaging for **Body and Mind Productions, Inc.** (www.healingreiki.com)
- ◆ Design of brochures, advertisements and newsletters for the **Renal Support Network** - a non-profit helping those affected with kidney disease. (www.rsnhope.org)

Please find enclosed my resume which will showcase my experience as a graphic designer and marketing/communication specialist. Also, please feel free to visit my website (hyper-linked at the top of this letter) - where you can find samples of my design work along with many letters of recommendation.

Thank you for your time and consideration. I look forward to your reply.

Sincerely,

Dan Berger
Enc: Resume

DAN BERGER

Portland, Oregon ♦ Cell Phone: 310-962-9039

E-mail: foxtrot2112@yahoo.com ♦ Website: www.danhberger.com

GRAPHIC DESIGNER / MARKETING AND COMMUNICATIONS SPECIALIST / COPYWRITER 20+ years of experience in all phases of corporate, agency, and freelance graphic design

Exceptionally qualified graphic designer and marketing specialist with advanced computer/software skills and a passion for resolving design challenges and business problems through experience and design savvy. Solid portfolio of successful and innovative designs and proven hands-on ability in all phases of design, client interaction, and implementation. Dedicated, results-driven, and energetic team player. Extensive design and marketing experience within Fortune 500 corporations, start-up businesses and individuals. **Core strengths:**

- ♦ Project Conception, Design, Research and Implementation
 - ♦ Project Management and Maintenance
 - ♦ Troubleshooting and Client Satisfaction
 - ♦ Team Building and Leadership Experience
 - ♦ Ability to Work on Many Projects Simultaneously
 - ♦ Highest Quality Output Within Client Specs and Budget
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EDUCATIONAL QUALIFICATIONS

Degrees/Certifications: UCLA: Bachelor of Arts, English

UCLA: Extension Degree in Color Theory

TECHNICAL QUALIFICATIONS

Software Programs: InDesign, Quark, Illustrator, Photoshop, Freehand, Powerpoint, Acrobat, Word, Excel
Operating Systems: MAC and Windows

CAREER HIGHLIGHTS

Portland, OR

Jan. 2008 - Present

Independent Contractor - Graphic Design and Marketing

Consulted on many national direct mail campaigns, fund-raising efforts, customer retention projects, high profile book designs, logos, and corporate/business identities. **Key highlights include:**

- ♦ Design/layout of 2 award-winning children's books from author **Joanne Burgess**.
- ♦ Design of books, flyers, tradeshow graphics, logos, web graphics, and promotional materials for **Intern Bridge, Inc.**
- ♦ Design/layout of motivational autobiography of **Mr. Devon Harris** - member of the 1988 Jamaican Bobsled Team.
- ♦ Design of direct mail convention pieces, web graphics, logos, and books for **Career Directors, Inc.**
- ♦ Design/layout of brochures, service forms, and marketing materials for **You've Got Maids, Inc.**
- ♦ Design/layout of books/workbooks, logos, and website icons for **Remodel or Move.com**.

AIMCO, Portland, OR

Mar. 2007 - Jan. 2008

Graphic Designer

Worked with the Marketing Manager to create, write and design brochures, catalogs, trade show booths and materials, promotional give-away items, sales incentive programs, and manuals. Designed and implemented processes to improve workflow and responsiveness of the marketing department to sales team requests. *Career Highlights continued on back...*

Volt Services Group, Portland, OR
Contract Graphic Designer**June 2005 - Aug. 2006**

Through **Volt Services Group** provided on-site graphic design and marketing services on a contract basis for:

- ◆ **Michael's of Oregon:** Design and layout of catalogs, advertisements and packaging for this sporting goods manufacturer located in Oregon City, OR. (6/05 - 11/05)
- ◆ **Duraguard Products:** Design and layout of catalogs, brochures, direct mail, logos, flyers and letterhead for this leading supplier of lighting supplies and fixtures, located in Vancouver, WA. (1/06 - 8/06)

Answer Financial Inc., Encino, CA
Senior Graphic Designer / Marketing Specialist**June 2000 - Oct. 2003**

Collaborated with the Owner, Vice President of Marketing, and numerous sales team members to create sophisticated corporate marketing and collateral pieces that retained customers to purchase insurance and annuity-based products.

- ◆ Led the marketing departments efforts on numerous national direct mail campaigns through Answer Financial, in consort with corporations such as **Best Buy, Sears** and **Walmart**. Self-managed projects and schedules to meet timetables and budgets. Instituted a monthly company wide newsletter accessible via internal company e-mail.
- ◆ Produced and designed all internal and external corporate marketing communication pieces including: Brochures, Catalogs, National Direct Mail Campaigns, National Promotional Campaigns, Corporate Logos, Trade Show Booth Design, Advertisements, and Point of Sale Materials.
- ◆ Increased through content and design, the pull rates on direct mail pieces by 25%.
- ◆ Point person with print vendors to assure the highest quality output. This included preparing error-free pre-flighted files for vendor use, photo shoot coordination, scrutinizing bluelines and matchproofs for color and alignment, and supervising all off-site press checks.

Epson America Inc., Torrance, CA
Graphic Designer / Marketing Specialist**Aug. 1996 - Sept. 1999**

In partnership with the Senior Graphic Designer, developed and executed numerous collateral materials needed to support the North and South American distribution of Epson's full product line. The Marketing departments agency-like setting allowed designers to wear many hats including designer, copywriter, proofreader, printer contact, and trade show coordinator.

- ◆ Developed and conceptualized corporate and end-user marketing communication pieces including: Catalog Sheets, Product Brochures, Tear Pads for use at retail, Printer and Scanner Packaging, On-Box Stickers, In-Box Coupons, New Product Announcements, Point of Sale Materials, Sales Kits, Print Samples, and Warranty Cards.
- ◆ Liaisoned between internal departments and the Worldwide Corporate offices located in Japan.

PORTFOLIO, REFERENCES, AND LETTERS OF RECOMMENDATION

Portfolio and references available at **danhberger.com**