

Jerry Waidner

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To whom it may concern:

Normally a death sentence (pun intended) as the opening salvo in a résumé, I'm not sure what I might have said above. Maybe "decision maker" or "hr department" should have been in there. If you're reading this, odds are that you've downloaded the .pdf from my never finished, always in flux website, <http://heavylifting4u.com>. I have no idea who you are, the nature of your business, or how I can contribute to your future success. I haven't had the opportunity to research your operation on the web, drive by your building or ask around about what your company is like. As a result, this document is rather widely focused. If nothing else, it shows the wide latitude of work that I'm comfortable with, and do well. I know it does me justice.

You'll read in my profile about my visual skills, work habits, communication skills and so on. You'll note under work experience the preponderance of publication management. Rest assured that work also included direct mail, inserts, logo design, long document design and more. On page three, you might wonder about all the accomplishments I've claimed under that section. They're all true.

What I'd like to reinforce here are the benefits of bringing my unusual mix of design and production background and a combination of right and left brain skills into your operation. With me you will find an employee ready to successfully complete any project on time and within budget.

I'm a mature, productive worker, get along with everybody and have been working well under stress throughout my career. In addition, I love my work, love this area, and love learning new software, techniques and procedures.

Lately I have been doing freelance, including web design, and am frankly ready to enjoy eight hours of working within my skillset in a fast-paced operation five days a week that goes by in an eyeblink and leaving the strategizing, sales, accounts receivable and janitorial to someone else. This has always been my career preference.

So that's why I think I can cut the mustard, even though I have no idea who you are. Audacious? Yes. I encourage you to give me a call and see how I do face to face.

A handwritten signature in black ink that reads "Jerry". The signature is stylized with a large, looped "J" and a cursive "erry".

Jerry Waidner, September 20, 2011

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Objective: Employment in a position that accomplishes three goals: Fulfills my creative drive, provides opportunity for growth and contributes to my employer's bottom line.

Profile

- Well-developed visual sense of design, proportion and spatial relationships.
- Adept at using graphic design to reinforce the message and impact of any project.
- Detail oriented, focused work habits pursued within a framework of overall goals.
- Experienced at multi-tasking, project juggling and mid-course correction recovery.
- Productive and creative in a fast paced, deadline driven environment.
- Excellent written and oral communication skills with colleagues, clients and management.
- Adaptable team player and/or self-starter, cooperate well with co-workers and customers.

Professional Experience

Creative Design

- Expert on Adobe (CS3) products. Familiar with pre-flight, font management and collaborative software. Recent Cuesta classes on CS3, with a gpa of 4.0.
- Efficient at generating multiple solutions, evaluating relative merits, pitching choices and then focusing on the preparation of the solution in a timely manner.
- Especially conversant with long document design, identity creation and the integration of text and images with budget and strategy.

Marketing/Promotion

- Years of experience with print advertising, direct mail, point-of-purchase and packaging projects. This gives me an expertise that translates into quick, targeted solutions.
- I design marketing material that projects quality, expertise and value while increasing sales and improving customer response.
- I understand the impact of a total marketing program on a desired demographic and the importance of integrating each element into the marketing mix.

Production/Prepress

- Intense exposure to press and prepress procedures insures more problem-free products that make the most of the processes.
- Conversant with process four color and color matching schemes, vendor relationships, quality control and press checks.
- Experienced with post-press processes such as folding, insertions, mail coding and packaging conversion.
- Familiar with proofing and approval procedures.

Employment History

10/07 - Now	Freelance Work	Graphic Design, Marketing, PR and Web Development
08/03 - 10/07	Production Mgr.	Bay News (now under new ownership) Morro Bay
08/01 - 06/02	Packaging Artist	Dioptics Incorporated San Luis Obispo
09/99 - 06/01	Production Mgr.	San Luis Obispo Gazette San Luis Obispo
09/92 - 09/99	Comm. Prnt. Specialist	The Tribune San Luis Obispo

Career Accomplishments

Now tackling the joys and mysteries of Web Development with classes from Cuesta College (4.0 gpa), tutorials on the internet, membership in usenet forums and the actual creation and maintenance of over a dozen websites for friends and clients. I like the added dimension web design brings to my career, but I continue to pursue traditional visual design work such as trial exhibits for attorneys, book design and identity/branding.

Pivotal in developing a sleepy, error-prone bi-weekly publication into a respected emerging news group that grew to three papers. Improvements to every facet of the publication succeeded in attracting investment capital to fund further growth after increasing three-fold its value, total staffing and revenues in a little over two years.

Grasped in six months the procedures, work-flow and culture of a small manufacturing company confronting order of magnitude growth. Helped to bank a 34 percent increase in profits while freeing up my immediate manager to concentrate on evolving my department's mission in the face of moving most of the manufacturing and packaging operations overseas.

Instrumental in the creation, design and production of a successful regional monthly magazine that published its first issue within 2 months of inception to wide-spread acceptance. The first issue broke even on production costs. Work included all identity paper, contracts, promotion, display ads, masthead, section heads, all design elements, type stylesheets, page layout and pre-press prep. The publication was using the same format and design elements over three years later. (Consolidation with another publication and total redesign has now occurred)

Responsible for the successful creation and development from scratch of a production procedure for a startup weekly newspaper. Result ensured the timely delivery on deadline of an attractive, accurate product that enjoyed rapid acceptance by its targeted readership. Work included coordination with other papers in group concerning advertising and editorial material, supervision of display ad production, editorial layout, maintaining consistency and style, and preparation of all files for printing.

Key player in the improvement of design and production procedures in the commercial print division of a daily newspaper. With zero capital investment, the results increased productivity by 18%, halved the incidence of errors through the prepress stage and significantly improved profit margins for the entire division.