

Eric Lowell Jacobs

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Job Objective

Secure a position as a senior art professional with a dynamic business where I can share my creative and management expertise.

Professional Experience

Medforce Technologies, Inc. - Suffern, NY

4/2006 - Present

Marketing & Design Manager

- Provide creative concept, design and production on 2, 4 and 5 color advertising, postcards and public relations materials.
- Create and manage distribution of electronic newsletters, websites, sales materials, collateral, webinars and announcements.
- Maintain relationship with outside vendors, public relations firms, trade show coordinators and sales personnel.
- Manage and design multi-office network infrastructure, including virtual servers, workstations and business continuity.
- Oversee / assist sales reps with software demos including technical information gathering and implementation when purchased.

Freelance Graphic Design

7/2002 - 4/2006

- Create and provide production on 2 - 6 color printed collateral, websites and multimedia presentations.
- Research and maintain relationships with printers, stock photo vendors and mailing houses.
- Act as a creative consultant for various design studios, corporations and printers.

Omega Engineering, Inc. - Stamford, CT

3/2001 - 6/2002

Art Director

- Manage global creative/production team of writers, proofers, editors, designers, production coordinators and freelance artists.
- Provide creative direction on 5,000+ page catalogs, reference guides, mailings, advertising, spec. sheets and handbooks.
- Revise company's design standard procedures, IT infrastructure and provide training on transition to PDF, OPI, CTP work-flow.

Travel Weekly Magazine - Secaucus, NJ

7/2000 - 12/2000

Creative Director

- Oversee art department of designers, freelance artists, illustrators, photographers, production coordinators and editors.
- Implement redesign of twice weekly 4-color magazine and provide creative direction for reference guides and advertorials.
- Standardize and create electronic advertising specifications for advertisers.

Interactive Marketing Group, Inc. - Allendale, NJ

11/1996 - 7/2000

Art Director

- Manage creative team consisting of copywriters, designers, web designers, artists, interns and photographers.
- Design and execution of high-end collateral for Fortune 100 companies.
- Coordinate and prepare all projects for film production and or digital printing.

EpStone, Inc. - South Kearny, NJ

1994 - 1996

Art Director

4 and 5 color design of brochures, price books, press releases, advertisements and other informational materials, as well as overseeing artists and photographers.

AdResources, Inc. - Oradell, NJ

1993 - 1994

Assistant Art Director

2 and 4 color design and execution of advertisements / concept to press approval.

Partial Listing of Completed Creative Work

- Brochures
- Magazine Ads
- Hi-End Direct-Mail
- Self-Mailers
- Price Books
- Catalogs
- Logos
- Sales Literature
- Training Manuals
- Email Newsletters
- Websites
- Spec Sheets
- Postcards
- Folders

Partial Client Listing

- AT&T
- Bell Atlantic
- Lucent Technologies
- Panasonic
- Sony
- Minolta
- Ricoh
- United Way
- RH Donnelley
- NAPL
- River Bend
- TGI

Accomplishments

- New Jersey Advertising Club: Award for advertising campaign.
- Mail Advertising Association: Award for website & email newsletter.
- The Rockland Center for the Arts: First place photography award.
- Eagle Scout: Scouting's highest rank.
- National Kodak Photography Contest: Grand prize.
- National Origami Society: First place award.

Education

Rochester Institute of Technology - Bachelor of Fine Arts - Graphic Design 1993