



J. Jeffrey Toler • www.tolerdesign.com • 805.796.0377 • j.jeff@tolerdesign.com

Media, Skills and Management Qualifications Summary:

Serving as in-house **Senior Graphic Designer, and Marketing and Advertising Coordinator** with major manufacturing companies, I am experienced in corporate identity, branding, media advertising design, placement, sales collateral and packaging design. I am experienced as a **digital design and print salesman** and **pre-press production manager**, both independently and on staff. I am a versatile and veteran **graphic designer**, illustrator, art director, writer and photographer; skilled and polished in corporate identity, media advertising design, sales collateral, packaging and web design. Employing the Macintosh platform, I routinely design and develop to output-ready digital files in **Adobe CS3**, (Illustrator, Photoshop and InDesign) **Quark, Dreamweaver, Microsoft Word, PowerPoint, Keynote** and others. Recently responsible for all in-house marketing and advertising management, media placement, web design, creative, art direction, writing and production design and **in-house photography**

Work History

Sr. Graphic Designer/Marketing Manager (2007 - 2009) Waterway Plastics, Oxnard, CA

Inheriting an obsolete in-house graphics department I was charged with its complete overhaul. The objectives:

- Fresh new redesign and reorganize two annual product catalogs
- Completely rebuild the corporate web site with an entirely new design overhaul incorporating current XHTML/CSS standards
- Redesign all sales and marketing collateral
- Create an extensive trade media campaign – direct all media placement and scheduling
- Hire a new associate artist to assist me (directly from Boston, MA)
- Rapidly and effectively redesigned corporate logo/ID
- Design/art assignments also include all product labeling, **all in-house photography**, instruction sheets and trade show graphics and strategizing
- All hiring objectives achieved within the first nine months of employment.
- **Saved the company over \$35,000 in catalog printing costs** over previous year (then later combined both books for better marketing and sales goals – while holding down expenses)

Senior Graphic Designer (2000 - 2006) Dataproducts USA, LLC., Thousand Oaks, CA

Dataproducts offered new and unique challenges to produce packaging solutions to existing problem blister cards and folding cartons requiring readiness within extraordinary deadlines:

- Designed and developed entire line of branded inkjet, toner and ribbon packaging
- Designed and directed media advertising, sales collateral, multimedia and web sites
- Designed and developed packaging concepts and strategies for release in the nation's leading super retailers - store brand and private labeling
- Designed packaging for popular "Ink Station" inkjet refilling kit
- Directed all artwork overloads through outside vendors around the country and overseas
- After only four months I was named **"Employee of the Month"**
- Awarded the annual **"President's Award"** for unique and outstanding contribution

Marketing/Advertising Coordinator, Multimedia Manager and Designer/Art Director (1996 - 2000) Ricon Corporation, Panorama City, CA

- Developed in-house marketing position for a manufacturer of wheelchair lifts, elevators, accessible van conversions and related mobility products into a department of seven people
- Art directed or designed all sales collateral and media advertising
- Produced various sales, broadcast and operational videos
- Contracted and directed various design firms, video production houses and printing firms
- Appointed **Ricon's official spokesman** and coordinator during their sponsorship of the PVA's Veterans Wheelchair Games and **conducted seminars** for sales dealer sales meetings and NMEDA association conferences

Freelance Advertising/Design (1994 - 1996) Designer, Illustrator, Writer: Simi Valley, CA

Clients: Commart Printing & Graphics, New Start Homes (healthcare provider), UniHealth, CliniShare, Haas Automation

Design Consultant/Sales (1993 - 1994) Commart Printing & Graphics, Chatsworth, CA

Provided sales and production management including trade-buys in 4 and 6-color printing. Clients: Summer Praise '94 Inc. (concert promoter) Phil Barfoot Music Company, SilverSpring Music Group, CTP Graphic Solutions among others.

Advertising and Design Services (1990 - 1993) Toler Design Group, Northridge, CA

Clients: First Independent Trust Deed Services, Trustee Corps, Nationwide Title Clearing, Mortgage and Financial Employment Services. Several independent video distributors and entertainment companies

Art Director/Senior Designer (1987 - 1990) Sampson Advertising West, Inc., Reseda, CA

International Creative Entertainment, Impulse Entertainment, Garland-Drake International, JM Montgomery Engineering, Aerovironment

Sales/Production Manager/Art Director (1984 - 1987) The Graphic Arts Connection, North Hollywood, CA

Accounts: The Broadway Department Stores, Magnum Entertainment, Prism Entertainment, Numerous print accounts

Freelance Advertising/Design (1980 - 1984) Greater Los Angeles, CA area

Clients and Accounts: Nine West Communications/Design, (American Tombow, California Hardware) CPS Communications, (Gas/Oil, industry) Anderson Design Associates, (Nissan, Chrysler Corp., Mattel) Alan Herman Associates, Church/Gage & Associates (National Pax/Otter Pops, California Cheese) Cherub Publishing, Fred Stoffel Associates

Education:

Art Center College of Design, Pasadena City College, Glendale Community College, California Pacific School of Theology, La Canada High School. Various paid seminars and certificate courses

Memberships:

Former member - Board of Directors for WYNGS • (a non-profit organization helping deserving spinal cord injury patients.) Sonrise Christian Fellowship • SEO Certificate: Bruce Clay, Inc.