

Terry Lee March

Vancouver, WA

Phone: 564-227-6133

Availability:

Part Time, Monday-Friday, Days & Evenings

Brief Qualifications/Experience Summary:

Proven Traditional and Digital experienced in creative management and community involvement, strengths include:

- **Strong Team Asset:** A highly motivated individual with a strong drive to excel in the workplace and champion for the cause, that will put the needs of a common goal ahead of my own.
 - **Sales & Customer Service:** Co-owned and operated a graphic design and recording studio from 2007-2013. Responsible for all new and existing client interaction to determine best design and print solutions.
 - **Management:** Experience managing high pace design departments, designing against a large volume of simultaneous projects. Managing milestones and prioritizing projects against tight timelines.
 - **Artistic Concept & Production:** Over 23 years in the graphic arts, with experience in Print Design and Production, Lighting and Photography, Logo Design and Branding, Conceptual Direction, Digital & Traditional Illustration, Typography, Layouts and Compositions, Color Management, Multimedia Development, Top-Level Experience utilizing industry standard graphic design software, InDesign, Photoshop, Illustrator, Adobe Acrobat Pro, etc.
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Professional Experience

Creative Director/Lead Designer B2B Software Solutions

2022 - 2023

- Design & Production
 - o Designed approx. 2,000 static and animated digital advertisements for small businesses nationwide.
 - Designed digital, static advertisements for small businesses nationwide.
 - Designed digital, animated advertisements for small businesses nationwide.
 - Designed digital Brewery industry related menus and promotions nationwide
 - o Design and Develop internal collateral
 - New products
 - Design Templates
 - Branding and Business ID
 - o Establishing design guidelines and procedures for all Production Artist/Graphic Designers
 - o Designing Client artwork.
 - o Monitored advertisers and art status, accounting for date sponsor provided artwork, date initial Ad proof is sent, and the date of art approval
 - o Contributes to team effort by accomplishing related tasks as needed
 - o Worked in conjunction with HR in all hiring of Art Dept. staff.
- Client Relations
 - o Worked directly with clients through email and phone conversations
 - o Ensured all designs adhered to existing brand standards for all clients
 - o Design and develop new client branding and business ID collateral
 - o Work with clients from concept and design to usage

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- o Worked in conjunction with Accounts Manager & Customer Service reps to problem solve any and all arising issues, conflicts, or concern of all clients, including all main Brewery accounts and digital advertisers.
- Advertisement Deployment/Distribution system
 - o Oversaw the ordering and shipping of HDTVs & Digital HDMI devices for all venues
 - o Responsible for Pair & initial set up of Digital HDMI devices for venues.
 - o Oversaw venue installation consisting of coordinating with local installers to mount 1-4 55" to 75" HDTVs & digital HDMI devices.
 - o Remotely oversaw backend software controlling content on approximately 80 closed circuit TV's throughout 30 venues nationwide.
 - o Responsible for uploading Sponsor advertisements on venue playlists.
 - o Responsible for providing tracking and Analytics to sponsors
 - o Provide technical support for all venues.

Graphic Designer

2022 - 2022

B2B Software Solutions

- Designed approx. 100 static and animated digital advertisements for small businesses nationwide.
 - o Designed digital, static advertisements for small businesses nationwide.
 - o Designed digital, animated advertisements for small businesses nationwide.
 - o Designed digital Brewery industry related menus and promotions nationwide
- Client Relations
 - o Worked directly with clients through email and phone conversations
 - o Ensured all designs adhered to existing brand standards for all clients
 - o Design and develop new client branding and business ID collateral
 - o Work with clients from concept and design to usage
 - o Worked in conjunction with Accounts Manager & Customer Service reps to problem solve any and all arising issues, conflicts, or concern of all clients, including all main Brewery accounts and digital advertisers.

Creative Director/Lead Designer

2018 - 2021

Choice Media

- Design & Production
 - o Designed over 4,000 print advertisements for small businesses nationwide.
 - o Oversaw the print production of over 500 print advertising campaigns.
 - o Worked in conjunction with HR in all hiring of Art Dept. staff.
- Client Relations
 - o Worked directly with clients through email and phone conversations
 - o Ensured all designs adhered to existing brand standards for all print clients
 - o Design and develop new client branding and business ID collateral
 - o Work with clients from concept and design to usage
 - o Worked in conjunction with Accounts Manager & Customer Service reps to problem solve any and all arising issues, conflicts, or concern of all clients, including all main accounts and print/digital advertisers.
- Design
 - o Design and Develop internal collateral
 - New products
 - Design Templates
 - Branding and Business ID

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- o Establishing design guidelines and procedures for all Production Artist/Graphic Designers
- o Designing Client artwork.
- o Monitored advertisers and art status, accounting for date sponsor provided artwork, date initial Ad proof is sent, and the date of art approval
- o Ensured approved ads are placed in appropriate account(s)
- o Contributes to team effort by accomplishing related task as needed
- Production
 - o Worked in conjunction with Accounts Managers, the Art Manager and the Customer Service Department to determine production schedule.
 - o Targeted accounts for final layout process
 - o Rush any special case accounts and advertisers for faster production
 - o Submitted print ready files to the printer
 - o Dispersed all tracking information to Admin Support for record keeping.
- Web Design & social media
 - o Design and Develop Joomla based internal Company Sites
 - Oversaw all changes and updates to internal sites
 - o Design and Oversee Development of Wordpress based client sites
 - Oversaw changes and updates to select client sites.
 - Work with Sales staff in pitching website sales.
 - o Worked with conjunction with Marketing director in launching a Social Media Marketing Dept.
 - Developed strategy and protocol for social media plan engagement levels.
 - Designed and developed internal branding

**Owner/Operator
Freelance Design**

2017 - Current

- Graphic Design & Print Services utilizing Adobe InDesign, Photoshop, and Illustrator.
 - o Design and updating marketing materials for local & National businesses and clientele
 - o Logo & Brand Development
 - o Business design collateral
 - o Digital Form integration
- Web Design
 - o Design and Develop Wordpress based Sites for Small Businesses.
- Consulting
 - o Providing creative, managerial, and logistic guidance to newly established businesses, art departments, managers and directors.
- Current Client include
 - o Choice Media - Vancouver, Washington - www.choicemedias.com
 - o Focus, LLC - Vancouver, Washington - <https://searchedfound.com>
 - o Sendit Marketing - Vancouver, Washington - <https://sendit.marketing>

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(Contracted to establish a new production department after a corporate buy-out.)

- Team Leader
 - o Managed a high volume team of 3 in-house Production Artist/Graphic Designers,
 - o Delegated weekly tasks and goals to Production Artists, maintain and monitor goals and expectations of the art dept.
 - o Oversaw weekly design & production of approximately 50,000 Hotel Key Card Jackets
 - o Oversaw weekly design & production of approximately 10,000 Hotel Key Cards
 - o Delegated any misc. tasks to the art dept.
 - o Worked in conjunction with HR in all hiring of Art Dept. staff.

- Client Relations
 - o Worked directly with clients through email and phone conversations
 - o Ensured design team adhered to existing brand standards for all hotel accounts
 - o Design and develop new client branding and business ID collateral
 - o Work with clients from concept and design to usage
 - o Worked in conjunction with Accounts Manager & Customer Service reps to problem solve any and all arising issues, conflicts, or concern of all clients, including all main accounts and print/digital advertisers.

- Design
 - o Design and Develop internal collateral
 - New products
 - Design Templates
 - Branding and Business ID
 - o Establishing design guidelines and procedures for all Production Artist/Graphic Designers
 - o Designing Client artwork.
 - o Monitored advertisers and hotel art status, accounting for date sponsor provided artwork, date initial Ad proof is sent, and the date of art approval
 - o Ensured approved ads are placed in appropriate account(s) "Approved" folder
 - o Contributes to team effort by accomplishing related task as needed

- Production
 - o Worked in conjunction with Accounts Managers, the Art Manager and the Customer Service Department to determine production schedule.
 - o Delegated weekly targeted accounts for final layout process
 - o Delegated any special case accounts and advertisers for faster production
 - o Worked with admin support in submitting all orders to billing
 - o Submitted all print ready files to the printer
 - o Dispersed all tracking information to Admin Support for record keeping.

- Team Leader
 - o Managed a high volume team of 1 Art Manager, 3 in-house & 2/3-freelance Production Artist/Graphic Designers, and 1 Admin support/Assistant
 - o Delegated weekly tasks and goals to Art Manager, maintain and monitor goals and expectations of the art dept.
 - o Oversaw weekly design & production of approximately 50,000 Hotel Key Card Jackets
 - o Oversaw weekly design & production of approximately 15,000 Hotel Key Cards
 - o Delegated any misc. tasks to the art dept.
 - o Worked in conjunction with HR in all hiring of Art Dept. staff.

- Client Relations
 - o Worked directly with clients through email and phone conversations
 - o Ensured design team adhered to existing brand standards for all hotel accounts
 - o Design and develop new client branding and business ID collateral
 - o Work with clients from concept and design to usage
 - o Worked in conjunction with Accounts Manager & Customer Service reps to problem solve any and all arising issues, conflicts, or concern of all clients, including all main accounts and print/digital advertisers.

- Design
 - o Design and Develop internal collateral
 - New products
 - Design Templates
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 - o Establishing design guidelines and procedures for all Production Artist/Graphic Designers
 - o Designing Client artwork.
 - o Monitored advertisers and hotel art status, accounting for date sponsor provided artwork, date initial Ad proof is sent, and the date of art approval
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 - o Contributes to team effort by accomplishing related task as needed
- Production
 - o Worked in conjunction with Accounts Managers, the Art Manager and the Customer Service Department to determine production schedule.
 - o Delegated weekly targeted accounts for final layout process
 - o Delegated any special case accounts and advertisers for faster production
 - o Worked with admin support in submitting all orders to billing
 - o Submitted all print ready files to the printer
 - o Dispersed all tracking information to Admin Support for record keeping.

- Web Design & social media
 - o Design and Develop Joomla based internal Company Sites
 - Oversaw all changes and updates to internal sites
 - o Design and Oversee Development of Joomla based client sites
 - Oversaw changes and updates to select client sites.
 - Work with Sales staff in pitching website sales.
 - o Worked with conjunction with Marketing director in launching a Social Media Marketing Dept.
 - Developed strategy and protocol for social media plan engagement levels.
 - Designed and developed internal branding

Account Manager

2015 - 2016

City Color

- Project Management
 - o Oversee print & 3D sportwear campaigns for all In-store Nike Town Displays.
 - o Oversee project budget. Report overages, assess project direction based on budget.
 - o Delegate tasks to Production/ Design Management.
 - o Work in conjunction with Design Department & Production facilities to problems solve any and all arising issues, conflicts, or concern of all clients.
 - o Find most cost effective materials for print and 3d executions.
 - o Oversee shipping and tracking of all client collateral
 - o Coordinate retail installations, working with local and national vendors.

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- Client Relations
 - o Work directly with DNC Category reps through on site meetings, email and phone conversations.
 - o Provide client with fast estimates based on project scope and urgency.
 - o Present all design rounds to client. Discuss project direction, revisions
 - o Convey all client feedback to design and production team.
 - o Work with local and national print, 3d, and event planning vendors on clients behalf.

Art Director (Art Department Head, Director & Production Manager)

2013 - 2015

Production Media Company

- Client Relations
 - o Works directly with clients through email and phone conversations
 - o Ensures Design Team adheres to established Client Branding
 - o Design and Develop New Client Branding and ID
 - o Present Design Options to client
 - o Working in conjunction with Accounts Manager & Customer Service department to problems solve any and all arising issues, conflicts, or concern of all clients, including all Main Accounts and Print Advertisers.
 - o Answer sponsors art related questions through phone and email

- Team Leader
 - o Oversee a High Volume Team of 4-5 Production Artist/Graphic Designers
 - o Oversee Production Artist/Graphic Designer's assignment of Advertisers accounts
 - o Delegate additional tasks to Production Artist/Graphic Designers
 - o Oversee weekly Design & Production of approximately 20-40 Real Estate Presentation Folders.
 - o Oversee weekly Design & Production of approximately 200-400 Print Advertisements.

- Design
 - o Consistently producing at least 10 Cover Art Proofs per week
 - o Consistently producing at least 15 Ads per week
 - o Submits initial Ad Proof to Sponsor for review, obtains approval, through revision process if needed
 - o Monitors Advertisements and Cover art status, accounting for date sponsor provided artwork, date initial Ad proof is sent, and the date of Sponsor approval
 - o Ensures Approved Ads are placed in appropriate account(s) "Approved" folders
 - o Oversee Company's existing websites, completing all need maintenance and adjustments
 - o Developed New Response Joomla Based Company Web site
 - o Contributes to team effort by accomplishing related task as needed

- Production
 - o Working in conjunction with Accounts Manager and Customer Service Department to determine production schedule
 - o Delegates weekly targeted Accounts for CPO and Layout Process
 - o Submits Print Ready Account files to our printer
 - o Coordinate shipping and delivery of Projects to Main Account Clients

Milestones:

- Oversaw the production of approximately 1,700,000 Real Estate Presentation Folders.

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- Oversaw the production of approximately 35,000 Print Advertisements
- Managed a career Printing and Production Budget of \$975,000

Production Artist/Graphic Designer

2013 - 2013

Production Media Company

- Self-Assign Sponsor Accounts
 - Pulling New/Unread Emails from General Client Submission Email
- Receives Sponsor Accounts assignments from Art Director, Customer Service
- Prepares work to be accomplished by gathering information and Sponsor provide materials
- Plans and executes concept by designing initial layout of art and copy regarding arrangement, size, type size and style, and related aesthetic concepts
- Client Relations – Works directly with Sponsors, through email and phone conversations
- Submits initial Ad Proof to Sponsor for review, obtains approval, through revision process if needed
- Monitors Advertisements and Cover art status, accounting for date sponsor provided artwork, date initial Ad proof is sent, and the date of Sponsor approval
- Ensures Approved Ads are placed in appropriate account(s) “Approved” folders
- Consistently producing at least 5 Cover Art Proofs per day
- Consistently producing at least 15 ads per day
- Consistently producing at between 2-10 finalized Folder Layouts consisting of Approved Cover art and Sponsors ads per week
- Actively monitors multiple email accounts, flagging emails for Director, and Customer Service as needed
- Submits Sponsor issues to Customer service
- Answer Sponsors art related questions through phone and email

Co-Owner/Lead Designer

2006 - 2013

Gorilla Grind Design & Production

- Lead Graphic Designer – Produced graphic design & print collateral, utilizing Adobe InDesign, Photoshop, and Illustrator CS3 and CS4
- Client Relations – Responsible for all new and existing client interaction to determine best design and print solutions
- Lead Web Designer – Created Joomla Based websites for clients
- Created and update social media outlets for marketing purposes
- Design and update marketing materials for local business and clientele
- Design, publicize and proof marketing materials for Gorilla Grind
- Produced print collateral on PC and Mac based systems
- Personal client base include:
 - Oregon Health & Science University (Oregon) ♦ Portland State University (Oregon)
 - Point Inside (Washington) ♦ Kassab Jewelers (Oregon)
 - ID on Demand (New York & California) ♦ IGrow (California)
 - Nahla Skin Care (New York) ♦ Mezza Middle Eastern Restaurant (Oregon)

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- Board Member/Public Relations Manager to Arab-Persian Student Organization** **2006 - 2009**
Portland State University
- Create all print collateral for organization (banners, posters and signage) utilizing Adobe InDesign, Photoshop and Illustrator
 - Produced print collateral on PC and Mac based systems
 - Create and manage web design for organization
 - Create and update all graphic design materials for organization
 - Marketed promotional events to community
 - Create exhibits and displays to represent country/event
 - Collaborate with PSU's Middle East Studies Center, Office of International Affairs and Multicultural Center for cultural events and design projects
 - Manage all advertising and marketing distribution

- Freelance Graphic Designer** **2007 - 2007**
SunBourne
- Created and managed logo design for non-profit organizations utilizing Adobe InDesign, Photoshop, and Illustrator.
 - Developed traditional illustrated logos for non-profit client base
 - Digitized traditional illustrations

- Graphic Design Intern** **2007 - 2007**
ArtFaceOff
- Design press and promotional materials (banners, flyers and advertisements) utilizing Adobe InDesign, Photoshop, and Illustrator.
 - Monitor and update website forum
 - Data entry and record keeping (small business details and contact information)

- Freelance Designer** **2005 - 2007**
RocketBook Studios
- Created and managed motion graphics and animation
 - Developed traditional illustration – character designs for animations
 - Created 3D modeling and animation for educational purposes
 - Created digital compositing, sound design, sound editing and video editing
 - Produced graphic and animation on Mac systems
 - Utilized Motion, Aftereffects, and adobe Premiere in production

- Resource Room Help Desk Internship** **Circa 2001 - 2005**
Portland Art Museum
- Oversaw the resource room of the Portland Art Museum
 - o Opening and closing room
 - o Light clean up and organization
 - Assisted all visitors with any questions and in locating resources available
 - Created fliers for special event for items
 - Assisted with event planning

- Production Artists/Press Operator** **1999 - 2001**
Portland Public Schools
- Designed internal print materials (newsletters, awards, worksheets, misc. graphics) utilizing Adobe InDesign, Photoshop,

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Illustrator, Quark Xpress, Pagemaker and Freehand.

- Produced print collateral Mac systems.
 - Created traditional print preparation (color separation, masking and plate development)
 - AB Dick Press setup and operation
 - Assisted in training new students on press operation, setup and cleanup
 - Supervised printing room operation
 - Lead for binding and cropping
 - Lead for copy machine setup and operation
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Education

The Art Institute of Portland

Bachelors of Science in Media Arts & Animation

2001-2005

Additional Training

- Certificate of Employability in Graphic Design from the Graphic Arts Education and Research Foundation
 - Multicultural Leadership training through Oregon Students of Colored Coalition (OSCC)
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Additional Skills

- Highly creative with traditional and digital media
- Ability to juggle a multitude of duties through strong organizational skills
- Confident and poised in interactions with individuals at all levels
- Flexible and fast learner

Graphic Design · Vector Illustration · Concept Development · Logo Design · Page Layout · Project Management
Print Production · Office Management · Wacom Tablets · Client Relations · Vendor Relations · Traditional Illustration
Photo Illustration · Digital Colorization · Customer Service · Photo Retouching · Lighting/Camera · Compositing
Digital Photography · 3D Modeling & Texturing · Microsoft Office 2010

Software

Adobe Creative Suite · Canva · WordPress · Microsoft office (Excel, Word, PowerPoint, Outlook) · Joomla CMS & SEO · Corel
Painter · Google Doc · Basecamp · Harvest · MAC · Windows

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