

DIGITAL PREMEDIA SPECIALIST

Summary

Highly creative and multi-talented Graphic Designer with more than **ten** years in print packaging design, advertising, marketing and brand development.

Highlights

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver, Fireworks & Flash, Acrobat & Distiller)
- Esko Automation Engine Print Workflow Management System
- Word processing, presentation tools within the Microsoft Office Suite of applications (Word, Excel, Access, PowerPoint)
- Familiar with commercial printing for four color and spot printing processes and pre-press file preparation fundamentals such as design, preflight, proofing, typesetting, ink densities, color separation, color calibration, trapping, screen angle application, cutbacks etc.
- Digital photography, image manipulation and color correction for different formats (tiff, jpeg, eps, png etc) for screen or print output.
- Project tracking, collaboration and document control and management software such as SAP, Lotus Notes and SharePoint.
- Ability to troubleshoot hardware/software problems in a Mac/Windows environment.
- Network management: Setting up, creating and assigning user accounts. Maintaining file hierarchy and updating digital asset database on server.

Experience

05/2015 to Current

DIGITAL PREMEDIA SPECIALIST Company Name

- Utilizing Graphics production software to develop press ready files in a commercial printing environment for a company that specializes in digital, lithographic (offset) and flexographic printing, with a daily output of over 30 million label impressions on different substrates for the nation's foremost consumer packaged goods brands including private labels, manufacturer and store branded packaging.
- Conducting preflight checks on inbound customer files to establish if they meet Gamse's minimum standards for reproduction, government regulations and brand and manufacturer guidelines.
- Planning and guiding customer press check tours within the plant to insure that all project components are in place and that all issues that may arise on press are taken care of in a timely manner.
- Working in collaboration with business leadership to facilitate the needs of our customers and vendors by educating them on Gamse's capabilities, while helping to identify the most suitable printing methods for their projects.
- Collaborating with press room staff to improve on customer deliverables and finding ways to reduce wastage of materials during production, researching and testing alternative substrates and overall process improvement by better documenting key issues and lessons learned on individual projects while maintaining superior product quality at reduced cost to the company.
- Maintaining digital asset and mechanical artwork database and working to harmonize the numerous print workflows by reducing and/or eliminating redundancies within the system.

03/2014 to 03/2015

TRANSLATION & LOCALIZATION SPECIALIST Company Name

- Products, Equipment & Services Working with a team of Graphics and Labeling Specialists, Technical Writers and Software Developers, to facilitate the translation of training publications, including user's manuals, medical reagents package inserts and medical instrumentation software localization for BD's Label Design and Development department for the European, Middle Eastern, Asian and African markets which comprise of a total of over 30 different languages.
- Managing a \$2 million plus translation and software localization budget for BD's Label Design and Development department and insuring projects are delivered on time and within estimated cost.
- Working with outside translation and print vendors to find more lean and cost effective ways of submitting projects, translation resource management and submission of deliverables at project closeout.
- Training new hires and contractors on best practices for creating multilingual documents.
- Leading a team effort geared towards modernizing and improving departmental workflow, project management and electronic asset management systems at Becton Dickinson.

10/2006 to 03/2014

Company Name

- Preparing customer art files for consumer food packaging and disposable foodservice products to Solo Cup's commercial print specifications for paper, plastic and foam substrates using in a high volume graphics department with an annual output of 15,000 - 20,000 projects.
- Developing simplified template die lines using information derived from complex package engineering drawings.
- Providing creative expertise to Solo Cup's Marketing department on point of sale retail advertising and packaging projects for national brands like Wal-Mart, Target, Wendy's, Starbucks and Pepsi Co.
- among others.
- Performing preflight check on inbound customer art files and proofreading outbound artwork.
- Lead Graphics liaison and technical lead in charge of implementing the Pepsi Co.
- disposable cup global technical standards for Solo Cup Company print production plants.
- Heading the team charged with process improvement through training, developing and growing a comprehensive digital and online Standard Operating Procedures resource database.

11/2003 to 10/2006

Company Name 1/4 City , State

- Helped establish Antwerpen's in-house advertising and marketing department that was responsible for conceptualizing print and electronic ad campaigns for Antwerpen Automotive Group's eleven brands, as part of a multi-million dollar, local and regional advertising initiative.
- Helped formulate marketing strategies for targeted advertising by monitoring weekly retail sales.
- Assisted in creating print proposals and electronic presentations targeted towards major automakers for new business initiatives.
- Oversaw web team tasked with updating franchise websites and adding modern features such as an online shopping assistant and improving visibility through Search Engine Optimization.
- Pioneered team responsible for design, development and integration of all corporate and brand identity projects for Antwerpen Automotive Group and popularizing the hugely successful 'Jack Says Yes' campaign and the annual Antwerpen Hyundai 1000 Challenge, geared towards selling 1,000 Hyundai vehicles in 30 days.
- Coordinated advertising projects with freelance designers, commercial printers, media houses and vendors.

Education

Bachelor of Arts : Graphic Design/Advertising Mimar Sinan University 1/4 City Turkey Graphic Design/Advertising

Accomplishments

- Project Management Professional Training: Traditional and AGILE.
- A DAY IN THE LIFE" Baltimore Design Conference - Founder/Committee Member.
- Certified Internet Webmaster HTML, CSS, and JavaScript, FTP, web server administration and networking fundamentals.

Languages

Fluent written & verbal Turkish and Swahili.

Skills

Adobe Creative Suite, Acrobat, Dreamweaver, Photoshop, ad, advertising, art, asset management, Automation, Automotive, brand identity, budget, calibration, color, hardware, database, Digital photography, features, Fireworks, Flash, freelance, government regulations, Graphics, Illustrator, image, InDesign, ink, Lotus Notes, Mac, Managing, marketing strategies, marketing, materials, mechanical, Access, Excel, Microsoft Office Suite, PowerPoint, SharePoint, Windows, Word, Network management, packaging, pre-press, presentations, press, print production, printers, processes, process improvement, Project Management, proofing, proofreading, proposals, publications, quality, researching, retail, retail sales, selling 1, Sales, SAP, Search Engine Optimizaton, Software Developers, translation, troubleshoot, Turkish, typesetting, websites, Word processing, Workflow, written