



Don Derenthal

2812 Dorsey Place
Melbourne, FL 32901
321-243-0150
don@velvetace.com
www.velvetace.com

Objective

Professional, enthusiastic graphic designer/artist with over 12 years experience working directly with various clients to grow brand awareness by effectively communicating company messages through various types of media visuals. Seeking a position with your organization utilizing my skills, experience and knowledge to broaden company market presence and ultimately increase bottom line.

Skills

Accomplished in Adobe Illustrator, PhotoShop, Acrobat, Dreamweaver and the Microsoft Office Suite. Skills in CSS; HTML; XHTML; Adobe GoLive; InDesign; Web Optimization; Internet navigation.

Experience

Cramer-Krasselt, Melbourne, FL

03/2006-03/2009 www.c-k.com

Art Production Supervisor

- Maintained art production of company's largest client with more than a \$10 million annual budget.
- Using the Adobe CS3 graphics suite, designed custom yellow pages, direct mail and online advertisements for client's 70-plus locations.
- Created series of PDF forms to increase workflow and reduce paper consumption.
- Using the Microsoft Office Suite, pioneered tracking and cataloging system to monitor monthly production workflow of hundreds of yellow page advertisements, increasing productivity by 33%.
- Provided artwork for thousands of yellow page publications across the U.S. and in Canada with zero published errors.

BellSouth Advertising & Publishing, Melbourne, FL

07/1997-08/2001, 03/2003-03/2006

Sales Team Support Artist

- Created speculative advertising utilized in sales presentations to prospective clients, directly contributing to sales closing ratios.
- Exceeded quotas and expectations in preparing live advertising for publication.
- Consulted directly with advertisers to customize their message to their target audience.
- Produced multimedia presentations for local ceremonies and events.
- Served on several committees focused on improving work efficiency.
- Earned numerous awards for productivity and creativity.

Precision Door Service, Rockledge, FL

03/2001-03/2003 www.precisiondoor.net

Marketing Director

- Significantly increased brand awareness both internally and externally.
- Developed marketing programs and designed collateral advertising materials.
- Developed and maintained web presence and advertising.
- Presented advertising proposals to both the Corporate Board of Directors and Franchise Owners.
- Organized national conventions and designed associated print materials.
- Designed, edited, and published company newsletter.
- Provided advertising support for over 50 franchisees.
- Negotiated with vendors on various items including print services, promotional items and office equipment.
- Maintained inventory of promotional items and cataloged them for sale to franchisees.
- Created copy for promotional materials, press releases and newsletters.



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Education

University of South Florida, Tampa, FL

Bachelor of Fine Arts, Photography
Overall GPA 3.7
Member: Golden Key National Honor Society

Keiser College, Melbourne, FL

Associate of Science, Graphic Design
Overall GPA 4.0

Honors & Awards

Golden Key National Honor Society
Awarded BellSouth's President's Club Trip to Hawaii
Ad of the Year, BellSouth
Awarded Platinum Club Honors

Memberships

NAPP (National Association of PhotoShop Professionals)
AIGA (American Institute of Graphic Arts)

My portfolio is available at www.velvetace.com

References available upon request