



PROFESSIONAL EXPERIENCE

STACEY CASTLE DESIGN Cin., Ohio 05-present

Graphic Design, Marketing

- From concept to completion: marketing, print collateral, web development, original logo creations
- See website www.StaceyCastle.com for samples
- Clientele: Oxford Community Foundation, Dr. Mark McClure, Stony Run Enterprises, Wayne Township, Stonelick Township, EAS Sportswear, Madison Township, RA Clark Mechanical, Phi Kappa Tau Foundation, Hamilton Sorter, Miami University, TNT Greenhouses

CENTRAL BUSINESS GROUP Cin., Ohio 03-05

Marketing Manager, for a distributor of information management and furniture products.

- Create marketing plans related to securing new business development and growth
- Develop and manage marketing collateral materials and print buying (newsletters, case studies, brochures, fact sheets, media correspondence, scripts, presentations, power point presentations, business cards, stationary, flyers, self mailers, press releases).
- Rely on experiences and judgment to plan and accomplish long and short-range goals, to ensure the profit, growth and expansion of the company.
- Consistently promote CBG's message to effectively expand lead prospecting through a variety of means. 41% Increase in lead generations.
- Design, develop, all advertising needs for web, print or audio. (Magazine, trade papers, tradeshow program books, newsletters, telephone on-hold services, broadcast advertising)
- Design and maintain company website
- Develop mailing lists for direct bulk mailings
- Tradeshow; responsible for evaluating, reserving booths, handling shipping, electrical connections, advertising, show marketing materials, design of booth, track effectiveness of shows, making sure booth is manned and booth presentation for any and all tradeshow
- Develop target market campaigns. Design, develop and orchestrate all marketing campaigns

- Database maintenance; expansion, lead tracking and campaign development
- Developed marketing department budgets and manage staff
- Create marketing plans related to securing new business development and growth
- Develop and manage marketing collateral materials and print buying (newsletters, case studies, brochures, fact sheets, media correspondence, scripts, presentations, power point presentations, business cards, stationary, flyers, self mailers, press releases).
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- Developed marketing department budgets and manage staff

PHI KAPPA TAU FOUNDATION Oxford, Ohio 97-03

Art Director, for the Phi Kappa Tau Foundation, a public, charitable, and educational foundation.

- Design all aspects of their magazine and all other print materials
- Supervise production of all printing required for the company
- Art direct all photography requirements
- Execute all electronic prepress activities
- Maintain website

CINCINNATI MAGAZINE/CM Media Cin., Ohio 96-97

Art Director, for a monthly city magazine

- Design all editorial and special advertising sections for the monthly magazine
- Supervise production of all printing required for the company
- Updated the department from the mechanical age to the digital age
- Manage staff
- Supervise the advertising art department
- Develop all production schedules
- Maintain yearly budgets
- Art direct all photography requirements for the magazine

MTNA, MUSIC TEACHERS NATIONAL ASSOCIATION Cin., Ohio 92-96

Art and Advertising Director, for a private organization for music teachers that produced a bi-monthly magazine American Music Teacher and supporting print collateral.

- Design and handle production of bimonthly magazine
- Design and produce supporting print collateral for the national association
- Develop convention media and print materials
- Marketing of American Music Teacher
- Advertising space promotions \$200,000 advertising dollars, contracts and placement
- Ad creation and development
- Manage staff
- Direct all print buying purchases

SDRC STRUCTURAL DYNAMICS RESEARCH CORPORATION Milford, Ohio 87-92

Graphics Coordinator, for a worldwide fortune 500 mechanical engineering firm

- Supervised internal graphic department
- Managed staff
- Interfaced directly with clients/customers
- Developed slide and video presentations
- Conducted photo shoots
- Upgraded internal typesetting system to desktop publishing
- Developed translations of print media for foreign offices
- \$500,000 print buying a year
- Worked with outside vendor sources, ad agencies, commercial printers and suppliers

TECHNICAL EXPERIENCE

MAC/PC (proficient in either platform)

Adobe products; InDesign, PhotoShop, Illustrator, Acrobat, PageMaker, Dreamweaver

Microsoft Office products; Word, PowerPoint, Excel (Certified)

Other; QuarkXpress, PageMaker

EDUCATION

Art Academy of Cincinnati, Cin. Ohio

BFA Bachelor of Fine Arts in Communication Design 1986

Continued Education: **Miami University, Xavier University, Cincinnati State, Great Oaks** and other advanced Adobe Seminars

AWARDS

2010 Fraternity Communications Association (FCA)

Award-Annual Report Design-3rd Place

2001 College Fraternity Editors Association (CFEA) Awards

2001 Certificate of Merit-Feature Article

2001 CFEA Awards 2000-2nd Place Profile-Article Content

2000 CFEA Awards 2000-3rd Place Annual-Report

2000 CFEA Awards 2000-3rd Place Feature-Article Content

2000 CFEA Awards 2000-Certificate of Merit-News Article

2000 CFEA Awards 2000-2nd Place-Newsletter

1999 CFEA Awards 1999-1st Place-Annual Report

1999 CFEA Awards 1999-1st Place-Feature Article Content

1999 CFEA Awards 1999-1st Place-Fred F.Yoder Excellence

1999 CFEA Awards 1999-3rd Place-Innovative Routine Material

1999 CFEA Awards 1999-3rd Place-Multimedia Presentation

1999 CFEA Awards 1999-1st Place-Two Color or Less Article

1998 CFEA Awards 1998-1st Place-Annual Report

1998 CFEA Awards 1998-3rd Place-Feature Article Content

1998 CFEA Awards 1998-Certificate of Merit-Feature Article

1998 CFEA Awards 1998-1st Place Profile-Article Content

1997 CFEA Awards 1997-1st Place-Critics Choice Cover

1997 CFEA Awards 1997-Recipient-Evin C.Varner Award

1997 CFEA Awards 1997-Certificate of Merit-Overall Excellence

1997 CFEA Awards 1997-Certificate of Merit-Innovative Material

1997 CFEA Awards 1997-Certificate of Merit-Profile Content

1996 Cleveland Press Award

REFERENCES

Brian Breittholz
Cleveland State University
Executive Director
CSU Alumni Association
216-687-2078
b.breittholz@csuohio.edu

Elizabeth Runyon
Delta Sigma Pi
Com. Coordinator
513-523-6953
runyon.es@gmail.com

Bill Jenkins
Phi Kappa Tau Foundation
Director (past)
513-586-8345
billjenkins.art@gmail.com

CONTACT INFORMATION

Stacey Castle

4762 Wayne Madison Road, Trenton, Ohio 45067

stacey@staceycastle.com

513-594-0206