



JEFFREY W. STOCKWELL

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EDUCATION

PENNSYLVANIA SCHOOL OF ART AND DESIGN

LANCASTER, PENNSYLVANIA | GRADUATE, COMMUNICATIONS ARTS PROGRAM, 1991

EMPLOYMENT

WHITE GOOD & CO. ADVERTISING

LANCASTER, PENNSYLVANIA
SENIOR ART DIRECTOR
MAY 2008 - OCTOBER 2008

I worked closely with all members of the creative team, and the account management team, to develop creative marketing strategies that communicate the client’s message in the most innovative and effective way possible. I communicated with clients at every step of creative process. I was responsible for print collateral, advertising, publications, logotypes and corporate identities. I was also responsible for website design, webmastering, email blasts and online advertising (both static and animated). Also among my duties as Senior Art Director was to mentor junior members of the creative department.

CLIENTS INCLUDE

BASEMENT LIVING SYSTEMS USA
MARIANI GARDENS
NATUZZI AMERICA

PLAIN & FANCY CUSTOM CABINTRY

REGUPOL AMERICA
TEN THOUSAND VILLAGES
TILE OF SPAIN

BACHLEDA ADVERTISING

SCHAEFFERSTOWN, PENNSYLVANIA
SENIOR ART DIRECTOR
AUGUST 2006 - MAY 2008

I worked closely with all members of the creative team, and the account management team, to develop creative marketing strategies that communicated the client’s message in the most innovative and effective way possible. I coordinated with and managed printers, illustrators and photographers (both in the office and on photo shoots) and communicated with clients at every step of creative process. My expertise was in print collateral, advertising, publications, logotypes, corporate identity, and annual reports. I also handled website/multimedia development. In addition to my duties as Senior Art Director, I was the agency’s IT Manager.

CLIENTS INCLUDE

AMERICU CREDIT UNION
DIVERSIFIED SYSTEMS
DIVERSIFIED MEDIA GROUP

F&M TRUST BANK

GPU ENERGY/FIRST ENERGY
JONESTOWN BANK AND TRUST
LEBANON VALLEY COLLEGE

UGI UTILITIES, INC.

THE WILEY GROUP

EMPLOYMENT HISTORY *CONTINUED*

STOCKWELL DESIGN

LANCASTER, PENNSYLVANIA
PRINCIPAL / CREATIVE DIRECTOR
MARCH 1999 - AUGUST 2006

As an independent designer, I worked with clients to develop marketing strategies that communicated their messages creatively and in the most effective way possible. I coordinated with and managed printers, illustrators and photographers (both in the office and on photo shoots) and was the primary point of contact with all clients. Expertise in print collateral, advertising, trade show display concept and design, publications, logotypes, corporate identity, annual reports, vehicle identification, multimedia presentations and web site design.

CLIENTS INCLUDE

AMERGEN ENERGY	MASIMAX RESOURCES, INC.	WESTFALIA TECHNOLOGIES, INC.
COMIC STORE WEST	PENN CREDIT CORPORATION	WYETH/AYERST PHARMACEUTICALS
GPU ENERGY/FIRST ENERGY	SUSQUEHANNA PFALTZGRAFF	YORK COLLEGE OF PA
MAPQUEST	WELLSPAN HEALTH	

ANDERSON ADVERTISING

SINKING SPRING, PENNSYLVANIA
SENIOR ART DIRECTOR
OCTOBER 1998 - MARCH 1999

I was responsible for design and art direction of printed materials including advertisements, logos, brochures, catalogs, annual reports, and web sites. I worked with the Creative Director and copywriters to develop concepts and take design work through all stages, up to and including final production. My duties also included being the IT manager for the art department, evaluating software needs and making recommendations for software and hardware purchases and upgrades.

CLIENTS INCLUDE

ARROW INTERNATIONAL	EPHRATA COMMUNITY HOSPITAL
BANK OF AMERICA	GLEN-GERY BRICK
BERKS JAZZ FEST	LEBANON SEABOARD

HOLBERG DESIGN

YORK, PENNSYLVANIA
ART DIRECTOR
MARCH 1996 - OCTOBER 1998

I developed and implemented creative design solutions, including concept development, design, layout, and production work for advertisements, logos, brochures, catalogs and annual reports. I was the primary web designer for the agency and was also responsible for participating in a beta testing program for new multimedia authoring software published by Quark, Inc. My duties also included account management which required direct contact with clients and vendors, including photographers, illustrators, and printers. I also worked with the owner to implement a new business development program.

CLIENTS INCLUDE

DENTSPLY INTERNATIONAL	PHARMALAZ	TAB BOOKS, INC.
MCGRAW-HILL BOOKS	SIMON CANDY	WELLSPAN HEALTH
PFALTZGRAFF	SUSQUEHANNA PFALTZGRAFF	WESTFALIA TECHNOLOGIES, INC.

EMPLOYMENT HISTORY CONTINUED

CENTENNIAL GRAPHICS, INC.

LANCASTER, PENNSYLVANIA
PRODUCTION SPECIALIST
DECEMBER 1994 - FEBRUARY 1996

I was responsible for preparation of electronic DTP files for high resolution output using Macintosh and PC platforms. I was also responsible for file manipulation and editing so that film would be correct for press. I also provided technical support to clients.

KAO INFOSYSTEMS COMPANY

LANCASTER, PENNSYLVANIA
GRAPHIC DESIGNER
DECEMBER 1993 - DECEMBER 1994

I was responsible for design of compact discs, newsletters, corporate manuals and forms, overhead and multimedia presentations (including development of a national sales presentation), and various items for in-house use. I also managed and prepared customer artwork to match Kao's production specifications.

KRONE GROUP, INC.

WORMLEYSBURG, PENNSYLVANIA
GRAPHIC DESIGNER
SEPTEMBER 1991 - MARCH 1993

I art directed jobs from concept through implementation as well as provide support for senior art directors. Design, layout, and production work for advertisements, brochures, catalogs, and annual reports.

CLIENTS INCLUDE

BURNHAM BOILER CO.	WEIS MARKETS
DAUPHIN DEPOSIT BANK	YORK INTERNATIONAL
HERSHEY FOODS, INC.	

SKILLS

KNOWLEDGEABLE WITH ALL PRE-PRESS/ON-PRESS PROCEDURES INCLUDING THE FOLLOWING:

- Electronic file preparation for all digital, litho and flexo printing technologies.
- 4+color separation plate setups and on-press quality control experience.
- Mockup/comping skills.

KNOWLEDGEABLE WITH ONLINE WEB AND MULTIMEDIA PROCESSES AND PROCEDURES:

- HTML programming procedures
- Flash animation
- E-blast development and implementation
- File formatting and/or conversion for png, jpeg, gif, animated gif, etc.

KNOWLEDGEABLE IN MOST MACINTOSH HARDWARE AND SOFTWARE SYSTEM UPGRADES, ELECTRONIC FILE ARCHIVING METHODS, AND IN THE FOLLOWING MACINTOSH PROGRAMS:

Adobe Illustrator CS3
Adobe Photoshop CS3
Adobe InDesign CS3
Adobe Dreamweaver CS3
Adobe Flash CS3
Adobe Acrobat CS3
Quark Express
Microsoft Powerpoint
Microsoft Word
Microsoft Excel

AWARDS & ACHIEVEMENTS

The following achievements are listed in no particular order of time or importance:

- Development of a new creative marketing strategy for Basement Living Systems USA, a division of Champion Windows, to be rolled out nationally.
- Awarded a Silver Addy by the Central Pennsylvania Ad Club for the Wiley Group "A Transformational Journey From Gettysburg" marketing program book.
- Designed and directed development of a new visual identity for The Wiley Group, a leadership development training firm in Gettysburg, PA.
- Designed and directed print advertising campaign (direct mail, in-branch posters and displays, and online advertising) for AmeriCU Credit Union "Freedom Quest" home equity line of credit.
- Designed and directed the 2007 Annual Report for Franklin Financial Services (parent company of F&M Trust).
- Designed and directed all print advertising campaigns (newspaper, outdoor, in-branch posters, statement inserts and online advertising) for F&M Trust (bank) spotlighting: home equity loans, checking accounts, investment & trust services, and IRA accounts.
- Designed and directed the 2006 Annual Report for Franklin Financial Services (parent company of F&M Trust).
- Designed and directed new marketing brochure program for Penn Credit Corporation.
- Redesigned all marketing brochures for Westfalia Technologies including: High-Density AS/RS, Pallet-Less AS/RS, Single-Deep AS/RS and Pallet-Flow Systems
- Designed and developed a quarterly newsletter for Westfalia Technologies.
- Designed and developed a trade-show direct-mail marketing program for Westfalia Technologies.
- Designed and developed industry-specific direct-mail brochure programs for Westfalia Technologies and Westfalia Europe.