

Daniel Trost

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Proven Graphic Designer | Helping Companies Translate Their Business Goals to Reality

ABOUT

High energy, strategic leader with the demonstrated creative, technical and print & digital production knowledge and skills to catapult growth and revenue. Accountable for delivery of multi-channel print/online related files.

Detail oriented, creative thinker who excels at keeping projects on time and on budget.

TECHNICAL SKILLS & CORE COMPETENCIES

DIRECTION, MANAGEMENT & CREATIVE: Direction of teams of graphic designers, art directors and production managers. Supervising projects from initial concept through final production. Art Director/ Graphic Designer of traditional and digital corporate identity, advertising, collateral, point-of-sale, annual reports and packaging pieces.

COMPUTER GRAPHIC APPLICATIONS: Adobe CC (InDesign, Illustrator, Photoshop, Dreamweaver & Adobe Acrobat Pro), WordPress, Mail Designer Pro 3, and Microsoft Office (Word, Excel and Power Point).

PRINT PRODUCTION: Developer of final pre-press electronic files. Review color proofs and press sheets. Establish strong relationships with pre-press and print vendors. Negotiate pricing within budgetary requirements.

INTERACTIVE PRODUCTION: Develop final interactive files using HTML & CSS for online, email and digital viewing/interaction. Review, test and proof final files before loading and going live.

PROFESSIONAL EXPERIENCE

DAN TROST CREATIVE PROFESSIONAL

EVESHAM, NJ • JANUARY, 2012 TO PRESENT

Art Director (Traditional/Interactive) | Graphic Designer (Traditional/Interactive) | Project Manager | Print/ Digital Production Designer & Manager | Illustration

Managing and providing creative and traditional and interactive production services for businesses and non-profit organizations. Consulting with in-house creative departments and advertising agencies handling overflow work, special projects and campaign projects. Producing interactive and traditional visual solutions from concept to production through to final release.

CLIENTS:

LONGWOOD GARDENS (2023-PRESENT)

Layout, design and production for print & digital marketing, promotional pieces.

BLENDED JOE (2020)

A different kind of coffee company, not found in local supermarkets. Primarily an online company obsessed with providing their customers with the best tasting, highest quality coffee possible. Working as graphic designer and art director on new packaging initiatives.

ISI BOOKS (2012-PRESENT)

Providing art direction, graphic design and production for their magazine publications, books and student materials.

CONNECTIVE RX (PSKW, LLC) (2012-2019)

The pharmaceutical industry marketing leader in the field of co-pay assistance initiatives. Providing creative direction, interactive product design, project management, art direction/graphic design, and print & interactive production management. This client continued with me from Breakaway Communications.

WE ARE ALEXANDER (2019)

Advertising and marketing agency for the Johnson & Johnson brands. Providing art direction, graphic design, and print/interactive production of collateral materials.

ROBARD (FOOD SCIENCES) (2017)

Industry leader in the field of healthy food supplements. Providing art direction, graphic design, and print production for consumer packaging.

MOORE CAMPAIGNS (2017)

Political campaign advertising and marketing company. Providing creative direction, print production and production management of direct mail pieces and ads.

KIRKLAND & ELLIS (2017)

Law firm in Chicago, IL, partner in the firm needed an ebook version of a recently printed book to sell on [amazon.com](https://www.amazon.com) for the Kindle. Electronic production of existing print file.

ROADARY OUTDOOR (2011-2016)

Freelance media buyer/planner for a casino located in Miami, OK. Provided media planning, recommendations and placement within the Joplin, MO and surrounding Oklahoma markets. Trafficking of online, radio and video (TV).

THE DESMOND HOTELS (2012-2013)

The Desmond is one of the premier hotels with locations Malvern, PA and Albany, NY. I provided marketing materials, interactive and traditional advertising including email marketing, banner ads, radio, video display, outdoor and print. This client is a carry over from Breakaway Communications.

GIRLFRIENDZ MAGAZINE (2012-2013)

Girlfriendz: The Thinking Woman's Magazine is devoted exclusively to "Baby Boomer" women. Their readers live in Camden, Burlington and Gloucester Counties in New Jersey. Interactive art director and production manager for the online deliverables through the website including social and targeted email marketing. This client is a carry over from Breakaway Communications where I also handled the publication design and print production.

MINUTEMAN PRESS**WEST BERLIN, NJ — FEBRUARY, 2019 TO PRESENT**

Graphic Designer | Print Production Tech

Beginning my career journey anew, I am using my 30+ years of print production experience to help this franchise's new owner grow the business. Graphic print production for press and digital output. Finishing of print pieces including: padding, cutting, packing, binding, sign & banner finishing and specialty items.

BREAKAWAY COMMUNICATIONS, LLC**MARLTON, NJ — MAY, 2000 TO DECEMBER, 2011**

Owner | Art Director | Graphic Designer | Production Manager | Project Manager

Built and managed a company providing large agency service through a freelance staff of 15+ plus external agency partners. Developed business / sales, led daily operations, and served as creative lead, project manager, and production manager. Delivering marketing, publication and non-traditional projects within and under budget.

CALL SCIENCES

EDISON, NJ — JULY, 1998 TO MARCH, 2000

Creative Director | Print Production Manager

Recruited to establish the in-house creative marketing department for an R & D company struggling to market a highly innovative “virtual office” product. Drove the creative and strategic management for all marketing products for the US, UK / Europe, and South American Offices. Managed a staff of 8, creating marketing and product campaigns. Determined all project budgets.

GLOBAL TELECOMMUNICATIONS SOLUTIONS

PHILADELPHIA, PA & ELMONT, NY — JANUARY, 1997 TO JULY, 1998

Director of Creative Services | Art Director | Production Manager

Started up creative branch in new corporate headquarters and managed second location concurrently. Created collateral materials, POS, POP and packaging, product design for retail, promotional and licensing applications and advertising for the company and its clients. Targeted direct consumers and large corporations.

- Paved the way for profitability partnering with the Controller to establish operations, budget, and protocols.
- Pioneered solutions on creative issues, production challenges, and licensing areas not previously faced.
- Presentation of creative marketing concepts to senior management
- Spearheaded the development of a brand identity for the new sales division in the US and UK. Successfully found a market niche targeting sales forces of small and mid-sized companies that made them look bigger than they were.

THE SCORE BOARD

CHERRY HILL, NJ — NOVEMBER, 1994 TO JANUARY, 1997

Creative Manager | Senior Art Director

Led a 5-person in-house creative department as well as external creative service companies. Collaborated with production and brand managers to develop creative marketing for licensed brands in the entertainment, consumer and sports arenas.

- Created award-winning and industry-changing trading card designs that consistently sold out!
- Define needs for photos and other art and research images
- Established job specifications to conform to budgetary limits
- Help set the creative direction for in-house product meetings
- Partner with other disciplines (brand managers, traffic, production) to provide comprehensive and inclusive project management

RICHARD YEAGER ASSOCIATES

ART DIRECTOR — **1992-1994**

A. WHITCOMB & ASSOCIATES

GRAPHIC DESIGNER — **1991-1992**

PLYMOUTH INC.

ASSISTANT ART DIRECTOR — **1990-1991**

BODOFF & CO.

ASSISTANT ART DIRECTOR | GRAPHIC DESIGNER — **1988-1990**

EDUCATION

ART INSTITUTE OF PHILADELPHIA

PHILADELPHIA, PA — SEPTEMBER, 1985 TO APRIL, 1988

Associates Degree in Specialized Technologies

Major: Visual Communications with concentration in Advertising and Graphic Design.