

# David Nelson

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## RESUME

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### JOB OBJECTIVE

A position leading the marketing department to increase awareness of the brand, generate sales and build the client base through strategic communications.

### EXPERIENCE AT A GLANCE

#### **Communications Director**

Team leadership in creative direction and copy writing, strategic marketing planning, including direct, social and print media, integrated database design.

#### **Production Manager**

Direct campaign management, email execution and reporting, planning and procuring, staff management, creative direction, mailing requirements consulting.

#### **Art Director**

Direct mail creation, design and execution, print procurement, ad placement, client communications, staff management.

#### **Publishing**

Magazine and newspaper design and distribution, optimization of editorial and advertising requests within the capabilities of production.

## WORK EXPERIENCE

*2005 - present: Communications Director, iDfour, an InterDirect USA company, Houston, Texas*

As Communications Director, I lead a team of professionals, giving strategic and tactical direction on every campaign we create. I work with our data analysts to identify a prime target audience and, with the client's goals in mind, craft messages that are compelling and relevant. I have developed our marketing automation efforts and have given presentations to prospective users on ways to make marketing automation an integral part of a company's communications efforts. I enjoy working directly with clients and am the main representative for several of our accounts. Through networking and volunteering in the AMA Houston, I have been a business development resource at iDfour, introducing new contacts, nurturing them in conversation and advocating for our marketing data services. I help to design new user-interfaces, advise on data visualization presentation, and architect multi-touch customer loyalty programs.

*1997 - 2005: Production Manager, InterDirect, Houston, Texas*

As Production Manager at InterDirect, I was responsible for coordinating all of the direct mail and email production. Before any project was designed, I worked with the account executive to determine the objectives of the communication and instructed the designers on the format that would be the most effectively produced while enhancing the desired look and feel. For direct mail, I scheduled the entire job from design to delivery, selected the appropriate printer for the format and quantity of the mail-piece, and created a turnkey campaign budget for the client. I have worked with a wide range of printers including sheetfed, offset web from half to double-web, gravure, flexo, newsprint and more. I've also worked with many imaging formats from inkjet to continuous laser. I continue to keep up to date on postal requirements saving clients hundreds of thousands of dollars per mailing while ensuring proper preparation for expedient routing through the postal system.

As the email marketing manager, I would create, test and deliver email programs. I maintained a do-not-email list and created tracking reports that summarize opens, click-throughs bounces and errors. At the end of every job I reviewed all costs and issued a profit summary that encompasses internal and external costs. I held weekly production meetings that brought sales, creative, data processing and management together. I created a job scheduling system that could be accessed over the company network and would highlight all milestones that require immediate attention.

*1995 - 1997: Art Director, InterDirect, Houston, Texas*

As Art Director, I saw all the production of projects from design to print. For every creative piece that InterDirect produced, I was involved with developing a theme, copyrighting, creating or directing artwork and photography, and laying out the final product. On the production side, I worked with printers and service bureaus collecting quotes and information that made for the best quality possible, at the best prices. Every job was press checked by me, or my assistant, leaving nothing to chance. I also designed our corporate logo along with all media materials including a company brochure, and trade show display.

As Art Director, and throughout my 20 years at the company, I have been a constant resource to all of InterDirect's clients, giving assistance with artistic and technical solutions. I worked with the sales staff on many occasions attending creative meetings, or accompanying a client on an important press check. A "post-mortem" was held after every job to review how the piece in question could be improved.

*1994 - 95: Art Director - MultiMedia Publishing Corporation, Houston, Texas*

As Art Director at MultiMedia, I built the Art Department from the ground up. I collected information about, and purchased all the equipment for the department. I also hired two junior artists and divided duties among the three of us. I was responsible for the layout of two magazines as well as numerous marketing pieces for the trade shows that we organized throughout the year. I coordinated all the pre-press work done either through service bureaus or printers, and produced a high volume of scanned and illustrated graphics. While at MultiMedia Publishing, I benefited the company in my versatility as an organized, efficient director, while being a creative and experienced artist.

*1991 - 93: Graphic Designer, Layout Specialist - Quad-City Times, Davenport, IA*

At the *Quad-City Times* I benefited the advertising production department in several situations. From production, to organization, to software solutions. I was counted upon to give the best results possible, saving time and money while keeping the closest eye on quality.

In production, I was part of the layout/typesetting team producing 4-color circulars such as Strum Automotive, Hy-Vee Grocery Stores, Eagle Foods, G.E. Appliances, and Farm King Discount Stores. It was my goal that our department produce the best possible product, so I was chosen to consult with clients to let them know exactly what we could do for them. In the same way, I worked with the daily typesetting team producing large volumes of R.O.P. advertisements, again concentrating on accurate, efficient output.

My skills in organizing were counted upon in my position as Layout Specialist where it was my responsibility to create page-layouts for the daily papers and special sections. In this capacity, I satisfied the demands of the Advertising, Editorial, Press and Production departments while keeping a close eye on the amount of newsprint used. Finally, my knowledge of software solutions made me the key employee in training others in the department as well as clients outside the company. I installed all their new software, and consistently found better ways of using the programs in order to be more productive. From installing and calibrating a new color scanner, to creating a backup schedule for all the computers, I was designated the company's Macintosh Expert.

*1988 - 90 Visual Information Specialist - U.S. Army Corps of Engineers*

Chicago: At the division headquarters, I was in charge of all the Visual Information activities. I served every other department producing slides, printed media, and photography. I organized slide presentations, gave technical support to other corps offices, and dealt with service bureaus on a daily basis. Once again, in an environment where speed was of the essence, quality was my number one goal.

Rock Island: At the district office I was in charge of the P.C. based desktop publishing system. Here not only did I design and produce things such as reports, awards and brochures, I also did much of the hardware and software installation. Also, I picked up the slack in other areas such as slide production and technical drawing.

## **CERTIFICATION**

- Google AdWords Certified

## **VOLUNTEERING**

- AMA Houston, Communications Committee. Supporting the Houston chapter's blog, posted on their website.
- Memorial Hermann, Lay Chaplain. Visiting and ministering to patients at the Katy hospital.

## **EDUCATION**

B.A. in Computer Graphics from Marycrest College. May 1990

I attend seminars and webinars whenever possible, and follow trade journals and industry bloggers.

References available upon request.