

*“... I’ve watched Mr. Quinlan lead his team through the intricacies of revamping a brand platform – and then executing strategies smartly and thoughtfully.”*  
Alberto Cruz, P.E.  
Account Manager  
CTS Cement Manufacturing Corp.

*“... Jim’s insights are helpful and on-target. His interpersonal and organizational skills elevate the professionalism of the organization he works for, and the team-mates he works with. Jim delivers high quality, on-time results that will improve the effectiveness of your communication efforts.”*  
Jim Burch  
Marketing Director  
iCRco Medical Imaging

*“...Jim’s work ethic is exceptional. He consistently goes beyond what is required to deliver high-quality projects, on-time, and on-budget. Jim’s interpersonal skills are excellent. He is a team player, reliable and organized...”*  
Jane Fletcher-Saginaw  
V.P. Marketing  
Commerce Energy

## Keyword Profile

**Creative Manager / Senior Graphic Designer** passionate about interpreting strategic marketing plans that convert projects into “big ideas” that generate new revenue streams and significant cost reductions. Proven ability to develop and refine creative assets and foster brand identity from inception to execution:

### PRINT

B2B & B2C Collateral  
Trade Show Booth Design  
Billboards & Advertisements  
Product Packaging  
Visual Identity Systems  
Copy Writing & Editing

### PHOTOGRAPHY

Video Production  
Script Writing  
Audio & Lighting  
Product Photography  
Photo Retouching  
Digital Compositing

### DIGITAL MEDIA

UI & UX Design  
Website Design & E-Blasts  
ePubs & Digital Authoring  
Multimedia Presentations  
Motion Graphics  
Logos & Illustration

## Technical Skills

Mac and PC OS Platforms, Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Acrobat DC, Dreamweaver, Animate/Flash, Bridge, InCopy), Microsoft Office 365 (Word, Excel, Access, PowerPoint, Publisher, Outlook), Final Cut Pro, Adobe Premiere Pro, Adobe After Effects, Adobe Audition, Media Encoder, SoundEdit Pro, SketchUp, Kiosk Pro, iBooks Author, Project Management Systems, HTML, Actionscript, WordPress, Social Media, Type 60 WPM

## Professional Experience

### CREATIVE MANAGER | 2012–PRESENT

#### CTS Cement Manufacturing Corporation, Cypress, CA

Direct corporate marketing team in the collaboration, development, and design of all visual branding solutions including product packaging, magazine advertisements, infographics, brochures, flyers, Point-of-Purchase (POP) displays, catalogs, e-mail blasts, web banner ads, and marketing collateral, while specializing in advanced photo editing, PowerPoint presentations, responsive website development and upgrades within digital platforms. Manage, design, supervise, and implement all trade show exhibits, 3D modeling, environmental graphics, and large format signs. Provide audio/visual technical support and expertise on interactive exhibit kiosks. Produce live on-site closed-circuit video broadcasts. Mentor and inspire designers to stimulate, motivate, and encourage creativity.

### Key Achievements:

- Manage major corporate communication media, digital, print projects, and design solutions that lead to multi-million-dollar sales contracts. Lead and provide creative direction, strategic marketing, and best-practice brand positioning to support Domestic and International Sales Teams, product launches, and distribution of collateral to government agencies, Home Depot stores, and supply yards.
- Responsible for re-design of World of Concrete annual trade show booth resulting in cost reduction of \$40k, and a major 50% increase in lead generation sales and brand impressions with significant Return on Investment.
- Introduction of systems to include: Network file structure, content management, image library, style guides, Visual Identity System (VIS), and Web-to-Print systems saving \$15k annually.

*"... Jim's exemplary work is admired and respected by his superiors and peers alike. A talented individual, Jim can 'push the envelope' and exceed expectations within a given deadline. He is extremely reliable, thorough, and highly self-motivated. Jim can visualize and simplify a given message and convey it with a stylized and imaginative approach within the media arts..."*

*James A. Figueroa*  
*Assistant Superintendent*  
*LAUSD*

*"...Jim can manage and prioritize tasks. He has proven to invest more than expected on numerous occasions. Working well under pressure, while observing strict deadlines, Jim's perseverance and originality is an asset to any production team.*

*Jim is organized, detail oriented, detail-oriented and reliable..."*

*Jeffrey Simonson Regional Advertising Sales Manager*  
*Continental Cablevision*

**SENIOR GRAPHIC DESIGNER/ ART DIRECTOR | 2008–2012**  
**iCRco Medical Imaging, Torrance, CA**

Responsible for strategic marketing and creative development to successfully reach marketing and branding goals targeting B2B and B2C to include: Brand identity, product design, print layout, visual design, copywriting, and photography. Supervised pre-press production scheduling, record keeping, and budget management for production and print. Evaluated, developed, and implemented procedure upgrades to improve efficiency. Produced and maintained a wide array of integrated high-end collateral material across all branding platforms utilizing offline and digital communications. Projects included proposals, presentations, brochures, catalogs, print ads, newsletters, logos, illustrations, trade show exhibit displays, motion graphic animations, web pages, and digital media, incorporating color theory, design theory, typography, photographic and illustrative graphic elements.

**Key Achievements:**

- Interim Marketing Director for three years, collaborating directly with the company CEO to provide strategy and execution of branding campaigns. Directed the in-house marketing team in developing and executing conceptual ideas to reach target audiences.
- Responsible for innovative UI and UX design resulted in increased sales of four software applications: Clarity PACS medical imaging software, Captera imaging acquisition software, Digital Physicist, and DICOM Importer.
- Developed collateral database and digital media library systems to increase retrieval and archival efficiency by 75%.

**CREATIVE CONSULTANT/ MEDIA TECHNOLOGY EDUCATOR | 2007–2008**  
**Los Angeles Unified School District, Cal State Long Beach, Fratelli Studios, Orange and Los Angeles County, CA.**

LAUSD Television Production Teacher to inner-city youth. CSULB Technology Literacy Instructor and curriculum development. Creative consultant for Fratelli Studios – a scenic design and fabrication company.

**Key Achievements:**

- Transformed the lives of teen and adult students by developing and teaching instructional courses in media technology to bridge social-economic and cross-cultural digital divides effectively.
- Developed digital media computer lab and video production studio environments.
- Directed and collaborated with an in-house creative studio team in scenic design and fabrication development of exhibit graphics, scenic show elements, stage presentations, sound design, set design, marketing collateral, and website design.

**SENIOR GRAPHIC DESIGNER | 2006–2007**  
**Commerce Energy – A Fortune 500 Company, Costa Mesa, CA**

Responsible for research, design, and production of a full spectrum of integrated and branded media campaigns to include: Billboards, display ads, gas station pump-top advertisements, direct mailers, bill inserts, brochures, door hangers, banners, posters, trade show displays, and exhibit skins, letterhead, postcards, newsletters, annual reports. Prepared layouts and managed preflight/pre-press file preparation for four-color offset and digital printing, media formats, color trapping, art proofing, and press checks. Developed digital media, including website graphics, commercial television productions, motion graphics, multimedia presentations, Visual Identity Systems, corporate branding guidelines, and templates.

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*"...Jim is an idea person gifted at taking a concept and generating realistic and unique approaches to marketing, cross-promotions, collateral, website development, and the development and management of our cable system's commercial insertion operation. Jim has made numerous contributions to increase sales revenue..."*

*Jon Noell*

*V.P. Advertising*

*Sales & Marketing*

*LWV Media Services /PCM*

*"...I have come to know Jim as a "go-getter" who guides his team with vision, perseverance, and creative direction. Jim is a multi-talented individual who can comprehend difficult tasks. He quickly learns new authoring tools, develops new skills, and immediately applies those skills to a project at hand..."*

*Bernardo Sandoval, Ed. Director,*

*Technology Support DACE, Los*

*Angeles Unified School District*

### **Key Achievements:**

- Worked directly with CEO and CFO to create revenue-generating multimedia presentations for the Board of Directors and corporate investors.
- Completed marketing and product development projects to fulfill million-dollar corporate contracts under extremely tight deadlines.
- Collaborated with the marketing team to create design solutions resulting in a Net sales increase of 43%, and the doubling of gross profit to \$57.2 million.

### **GRAPHIC DESIGNER & DIGITAL MEDIA COORDINATOR | 2003–2006**

#### **LWV Media Services (PCM), Laguna Woods, CA**

Supervised and Managed video server/commercial insertion systems, subscriber management systems, customer service call center, and cable-billing systems. Provided Ad-Sales support, marketing collateral, graphic design solutions, and Administrative support.

### **Key Achievements:**

- Directed best-practice solutions for cable-billing efficiency, workflow, subscriber management, and commercial insertion systems resulting in a new revenue stream of \$150k annually.
- Board Member recognition for providing a strong creative direction. Management of strategic branding, marketing collateral, sales presentations, training materials, media kits, website development, proposals, and analytical reports that led to the successful launch of a new upgraded Laguna Woods cable-television system.

### **INSTRUCTIONAL MEDIA, DIGITAL DESIGNER, TEACHER ADVISOR | 1996–2003**

#### **Los Angeles Unified School District, Los Angeles, CA**

Key adviser in the research and development of a division-wide technology plan. Collaborated with educators in curriculum development, UI and UX design, and object-oriented Distance Learning Course programming and pedagogy to implement multiple learning modalities. Products incorporated interactive video elements and outcome-based educational tools. Advised and instructed technology literacy classes to teachers and district administrators.

### **Key Achievements:**

- Presentation Specialist for Assistant Superintendent of Adult Education in the creation of compelling digital media presentations to consistently inform and persuade LAUSD Board of Directors to vote in support of objectives.
- Recognition by Director of Technology Support for production of forty Safety First educational software titles distributed to Adult Education Teachers throughout L.A. County. Applications were subsequently mass produced for commercial use.
- Recipient of Innovation Award for Distance Learning applications incorporating video streaming with rich media elements.

## **Education**

- 2016 – ePub with InDesign, and InCopy Adobe Authorized Training
- 2011 – Social Media Marketing, CSULB University Extension
- 2003 – Clear Multimedia Production Teaching Credential, CSULB
- 1992 – B.A. in Media Communications, Radio/TV/ Film, CSULB