



Jeffrey R. Bruce

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PROFILE

- Major strengths in new business development, problem solving and innovative graphic design.
- Extensive experience in developing conceptional solutions to graphic challenges in a cost effective and timely manner, with the ability to succeed in a fast paced productive work environment.
- Dual platform multi-tasker completely competent in both PC and Mac environments with expert professional working expertise in the graphic software, including all of the Adobe CS5 Creative Suite, including Photoshop, InDesign, Illustrator, Flash, Dreamweaver and QuarkXPress.
- Inspire and support others to work at their highest levels
- Demonstrated gift of team building, coordination, and facilitating strategic solutions and fresh ideas in finding solutions in meeting diverse client's needs.

EXPERIENCE AND WORK HISTORY

Self Employed Graphic Designer, Clients include, Top 10 Prom, Victory Church Products Leisure Craft, Merle Norman Cosmetics of Asheville.

March 2011 - Present

- Design, layout, and pre-press production of seasonal product and fashion catalogs.
- Image-manipulation, color correction, and digital retouching of product images.
- Design, layout, and production of weekly e-mail marketing campaigns.
- Create and design marketing materials such as brochures, flyers, and direct mail pieces.
- Design, layout, production, and maintenance of websites.

Prepress Administrator/Graphic Designer, Deluxe Printing Group, Hickory, N.C. *November 2008- March 2010*

- Administered and maintained a computer network consisting of 15 Mac and PC workstations utilizing the Rampage Rip System, Mac OS X file servers, various digital proofers, printers, and a Fuji plate setter.
- Created and designed marketing materials such as catalogs, price lists, product sheets for furniture, apparel, and educational clients for offset and digital printing as well web and e-mail marketing.
- Preflighted, Modified, and Prepared supplied artwork in various digital graphic file formats, verifying that they met quoted job specifications.
- Assisted, trained, and instructed both employees, clients and sales reps. in both vector and raster graphic software uses and functionality
- Highly proficient and timely with image-manipulation with extensive experience and mastery of color reproduction, color correction, and digital retouching.

Creative Director/Advertising Manager, Aquaculture Magazine

Arden, N.C. *April 2005 - October 2007*

- Served as Creative Director for the world's leading publication in the aquaculture industry with over 7000 subscribers.
- Communicated with over 20,000 e-mail recipients, delivering monthly on-line newsletters, reader service direct contact links as well as developing and designing marketing strategies for advertisers to increase exposure and sales opportunities.
- Redesigned and developed a php web site creating a dynamic buyers guide driven by SQL allowing customers to add, edit and upload photos via the internet.
- Created and Designed interactive CD's and DVD's along with monthly sales campaigns for direct mailing and trade shows in an effort to reduce the magazines costs.
- Coordinated and Marketed 4 major trade shows including Aqua 2006 in Florence Italy, International Seafood Exposition in Boston and Aquaculture America in Las Vegas.

President, NewBridge Graphics, Inc., A Multimedia and Graphic Design services company Asheville, N.C. *February 2002- April 2005*

- Launched a successful small business consisting of 4 employees that provided new media and web based solutions for the internet and merged with Aquaculture Magazine in 2005.
- Assisted clients in taking advantage of new available technologies such as database driven web sites, interactive CD's and DVD's, and web marketing while incorporating excellent visual design.
- Administered and managed all financial aspects of the small business as well as estimating, quoting and negotiating pricing and scheduling of all jobs.
- Active member of the Asheville Chamber of Commerce for 4 years participated in events, seminars and workshops.
- Gold Plate recipient for Manna Food Bank 2004 and 2005 for design and layout of posters, ads, brochures and directory.

Vice President, Facilities Management: Biltmore Press, On-site Facility Manager

at Sonopress in Weaverville, N.C. *November 1996- February 2002.*

Production Manager/Pre-press: 1992-1996,

Production Coordinator: 1989-1992, Estimator: 1987-1989, Graphic Designer: 1985-1987

- Designed, developed, implemented and managed an off-site facility, staffed with 15 technical professionals providing a state-of-the-art prepress department, film inspection, film modification and customer service representatives for Sonopress LLC, one of the works largest CD and DVD replicators.
- Defined quality objectives, facilitated and created ISO 9000 certified artwork receiving and prepress departments developing productive work flows in a deadline oriented production environment.
- Supervised, scheduled, trained and evaluated performance of technical and production staffing focused on exceeding expectations and striving for continuous improvements
- Collaborated with all departments in defining, designing, creating specification manual for graphic templates and templates for artists and designers on Cassette's, CD's, DVD's and printed components
- Negotiated, engaged, and secured bids of vendors, personnel and outside suppliers
- Proficient in precise detailed reporting and communication to senior management

EDUCATION

B.F.A. in Art, Concentration in Graphic Design, Western Carolina University, 1978-1982

CERTIFICATES & AWARDS

Master Printer Certificate of Administration Achievement- Production Manager/Electronic Pre-Press, December 1997

Certificate of Completion, Leadership Training for ISO-9000, February 1999

VOLUNTEER ACTIVITIES/INTERESTS

Erwin High School mens soccer varsity assistant coach and junior varsity head coach : 2011 -2012

- Instructed and motivated men, 14 -18, in the rules, skills and passion of the game.
- Defined, communicated, and strengthen team concepts and values.
- Developed practice schedules and training routines at improving team weaknesses.
- Facilitated, administered and advised players, parents, and fans on any issues or conflicts.
- Developed off-season fitness and work-out routines to improve overall conditioning and fitness of the team.

United State Soccer Association Referee Badge Spring 2009

- Administered the laws of the game to create even, fair and safe soccer matches for high school soccer

Asheville-Buncombe Youth Soccer League Coach: 2001 – 2005, U-10-girls.

Erwin Youth League Softball - Coach and League Commissioner: 1994-1996

- Introduced, instructed and motivated girls 12 and under the rules, skills and love of the game
- Defined, communicated, and strengthen team concepts and values.
- Communicated and advised parents on games, practices and functions.
- Facilitated, Administered and Advised parents, players and referees on any issues or conflicts involving team or the league.

Trout Unlimited: Land O' Sky Chapter -Vice President 1992-1994.

- Coordinated "Kids Fishing Day" 1991, 1992, & 1994 with the U.S. Forest Service, NCWRC, and volunteers.
- Served four years on the Land O' Sky National Banquet Committee, soliciting donations and handling publicity.
- Secretary 1989-1990. Corresponded on regional and national conservation issues such as water quality, forest management principles, and stream management policies.
- Kept a chapter of 400 members advised on cold water resources issues by editing and producing a monthly newsletter.

