

**George H. Clemes, III**  
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*Objective*

I am seeking a position that will allow me to publish a product or help lead a creative services team that markets, promotes and/or produces services or products for an organization through at least one or all of the following methods: print, web, video or public relations.

*Employment History*

**Director of Creative Services, 2000-present**

Phillips Investment Services, Rockville, MD

Responsibilities include managing a team of eight people to promote and maintain nine investment advisory services. Promotion includes creating print direct mail packages, tradeshow materials and producing web HTML e-mails and websites, and tracking and analyzing the results. I oversee and art-direct the creative aspects of our print packages and campaigns, company branding, photo shoots (including hiring photographers) as well as our websites. I am part of a team that contributes to the content and marketing strategy of our print campaigns and websites. Maintaining these services includes managing the production team and art-directing all aspects of the nine newsletters and websites, which are updated on a monthly and sometimes weekly basis. I manage the team and its work, coordinating and communicating with internal marketing, editorial and corporate departments as well as external vendors, all with multiple deadlines. I am responsible for hiring web and print designers and managing the department's budget of approximately one million dollars. Other responsibilities include maintaining an archive system for all of our work, allocating our workflow (matching the right talent with the right job), managing the acquisition of outside graphics or illustrations, doing occasional press-checks and collecting time-sheets. I have maintained a billable hour system for clients (although we no longer do this). I have been responsible for maximizing the efficiency of our workflow and helping revolutionize the promotion of our businesses.

**Publisher, 1998-2003**

ESL Magazine, Annapolis, MD

As the creator and publisher of *ESL Magazine*, an educational magazine for English as a second language teachers, I oversaw the entire *ESL Magazine* business. These responsibilities included obtaining the advertising sales for the print magazine and website ([www.eslmag.com](http://www.eslmag.com)), overseeing database operations, marketing, press relations (including many school boards), editorial content (including writing articles and proofing), production and design of the magazine and website, and negotiating contracts with printers and writers. I represented *ESL Magazine* at industry tradeshows and set and managed the budget (\$110,000/year). I founded this magazine in 1998 and sold it in August 2003.

**Art Director, 1996-2000**

Phillips International, Potomac, MD

Responsibilities included managing the creative work of three people to promote and maintain health and investment advisory services. Promotion included creating printed direct mail packages, inserts, product logos, labels and packaging. I managed the work, coordinated with several departments and multiple deadlines. High quality work within deadlines was expected.

**Senior Graphic Designer, 1993-1996**

Phillips Business Information, Potomac, MD

Responsibilities included graphic design for direct mail promotions and advertising campaigns for magazines and trade shows. I helped promote and operate the annual Satellite tradeshow in Washington, DC with 3,000+ attendees. I also did advertising sales for *Avionics* magazine.

**Graphic Designer, 1991-1993**

Regent College, Vancouver, British Columbia, Canada

While earning a masters degree at Regent College, I worked part-time as a graphic designer promoting the school and its services. I designed catalogs, inserts and various direct mail pieces.

**Graphic Designer, 1987-1991**

Phillips Publishing, Potomac MD

Responsibilities included graphic design for direct mail promotions for eight newsletters, plus managing and organizing our departmental processes and systems including archiving.

*Education*

***Management Training Course, 2000***

Five-week corporate management training class, Bethesda, MD

***Master of Arts in Christian Studies, 1993***

Regent College, Vancouver, Canada

***Bachelor of Science in Advertising Design, 1986***

University of Maryland, College Park, MD

***Associate of Arts in General Studies, 1983***

Anne Arundel Community College, Arnold, MD

*Skills*

I am proficient in the following software programs: Microsoft Word, Excel, PowerPoint, FileMaker Pro, Quark Express, Adobe Photoshop, Adobe Image Ready, Adobe Illustrator, Adobe Acrobat, Freehand, Pagemaker and Dreamweaver. I am experienced and comfortable with Macs and PCs although I have primarily worked in a Mac environment. I have management, marketing and sales experience, and can write editorial and marketing copy. I also have video production experience.

*Memberships*

I am a past member of two professional design associations:

Direct Mail Association of Washington, DC

National Association of Photoshop Professionals

*References available upon request.*