

Rick Tuckerman

FREELANCE GRAPHIC DESIGN/ MARKETING

210 Bal Cross Drive, Bal Harbour, FL 33154

 305.790.9999

 rick@ricktuckerman.com

PROFILE

Extensive client and agency-side experience handling all aspects of creative assignments, from initial development to final execution for branding and marketing communications (print, digital, and broadcast campaigns).

EXPERIENCE

Freelance Graphic Designer *210 Bal Cross Drive, Bal Harbour, FL 33154*

Extensive experience providing diverse creative services from branding to the development of marketing materials of all forms, including print, digital, video, and broadcast. Whether the assignment entails simple design or complex creative strategy, regardless of budget, I approach every project with the same dedication to deliver professional-level work that cuts through the clutter. My knowledge of the requisite print design and video editing software (Photoshop, Illustrator, InDesign, XD, Final Cut Pro, etc.) is so complete that I've taught courses at the college level. I bring to the equation an easy-going demeanor coupled with a strong eye for detail and a passion for delivering excellent work. Particularly adept at deciphering clients' wants/expectations and then converting them into compelling, effective, results-oriented creative/marketing campaigns. Excellent copy writing/communication skills. Extensive knowledge of print production and related technologies.

Creative Director • ZOOM IQ *20807 Biscayne Boulevard, Aventura, FL 33180*

Responsible for the full gamut of clients' marketing needs representing a broad spectrum of media—print, broadcast, video, and online. Skill-set includes art direction, campaign concept, copy writing, graphic design, typography, photo retouching & composition, and video editing. Industry/client experience covers an extensive range of categories, including healthcare, real estate development, food service, financial, entertainment & gaming, automotive, insurance, law, and many more.

VP/Marketing and Art Director • FLAGLER FEDERAL SAVINGS & LOAN *101 NE 1st Avenue, Miami, FL 33131*

Oversaw and managed a team comprised of the Marketing Department and Community Relations Department within this Florida statewide financial institution. Duties included the development and execution of annual marketing plans, creative strategies, and budgets for existing and new products/services. Represented the department on the Executive Board Committee. Key initiator in modifying corporate culture from an operations focus to more of a sales/results institution. Primary liaison for our vendor network, from selection to negotiation and management. Hired/managed advertising and public relations firms.

Account Supervisor • ELKMAN ADVERTISING *150 Monument Road, Bala Cynwyd, PA 19004*

Agency/client liaison of several regional markets for McDonald's restaurants, Resorts International Hotel & Casino, and the Philadelphia Flyers Hockey Team. Developed marketing/promotional strategies to build transaction counts, traffic/sales, established & maintained budgets, interacted with creative and media departments to develop campaigns, instituted tracking mechanisms, and actively participated in client and new business presentations.

EDUCATION

University of Miami, Miami, FL / Pursuing Masters Degree

Accumulating credits toward Master of Arts in Liberal Studies program.

Temple University, Philadelphia, PA

BBA/Marketing/Fine Arts

MISC

Miami-Dade Community College

Teach creative, marketing, and design courses in their Community Education programs.

HOBBIES

Avid tennis player, sports buff, photographer, videographer, poker, and writer.