

Rick Tuckerman

FREELANCE GRAPHIC DESIGN

210 Bal Cross Drive, Bal Harbour, FL 33154



305.790.9999



rick@ricktuckerman.com

SKILL SET/PROFICIENCY

Extensive client and agency side experience handling all aspects of creative work, from initial development to final execution of creative campaigns (print, digital, presentation, and broadcast). Over 20 years of experience with requisite design software, including **Photoshop, InDesign, Illustrator, XD, Final Cut Pro, Figma, Word, PowerPoint.**

EXPERIENCE

Freelance Graphic Designer • SELF EMPLOYED 210 Bal Cross Drive, Bal Harbour, FL 33154

Providing clients with diverse creative services, from branding to the development of marketing materials including print, digital, video, design of pitch decks, front-end website design, and broadcast. Whether the assignment entails simple design or complex creative strategy, I approach every project (regardless of budget) with an easy-going demeanor, a strong eye for detail, and a limitless 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, pitch decks, 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

Instructor: Graphic Design Software Courses (Photoshop, InDesign, Illustrator, Final Cut Pro)

Miami-Dade Community College Adult Education Programs.

HOBBIES

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