

ERIC JELINEK

Art Director • Marketing Coordinator

ADDRESS

3343 E. Washington Ave., Gilbert, AZ 85234

CONTACT

eric@ericjelinek.com • 480.369.7873

ABOUT ME

I am a graphic designer with 17+ years experience in the creative market. I take concepts and ideas and translate them into dynamic visual designs. I am also a multiple marathon, ultra-marathon and Ironman Arizona finisher. I enjoy hiking, fishing and camping with my wife, three sons, and dog.

EDUCATION

Humboldt State University, Arcata, CA
1995-98 BA Journalism

Magnolia High School, Anaheim, CA
1990 Diploma

TECHNICAL SKILLS

Adobe Photoshop	☑☑☑☑☑☑☑☑☑☑
Adobe Illustrator	☑☑☑☑☑☑☑☑☑☐
Adobe InDesign	☑☑☑☑☑☑☑☑☑☑
HTML/ Social Media	☑☑☑☑☑☑☑☑☑☐
Adobe Acrobat	☑☑☑☑☑☑☑☑☑☑
Microsoft Office	☑☑☑☑☑☑☑☑☑☑

CHARITABLE WORK

Tempe Community Action Agency (TCAA)
2008 - 2015

Design, from concept to final print, all visual elements of the "First Crush Charity Gala" for the non-profit. Included promotional posters, mailers, invitation & response cards and all advertising materials.

Raced in and won the Tempe Ironman Mayors Charity Challenge with Tempe Mayors Hugh Hallman & Mark Mitchell four years, raising over \$5,000 for TCAA.

ORGANIZATIONS

GILBERT CERT

2011 - 2012

Certified CERT Volunteer for Gilbert Fire Dept., Gilbert AZ. Fingerprinted; Passed extensive background check with the Gilbert Police Department.

AWARDS AND RECOGNITION

Pabst Blue Ribbon - 2012

Won design contest.

AZ Pressclub Awards - 2005

Honorable Mention

2004 Magazine Cover Category,

College Times: "Spring Break"

AZ Pressclub Awards - 2004

Honorable Mention

2003 Magazine Cover Category,

College Times: "The 7 Deadly Sins"

WORK EXPERIENCE

FREELANCE GRAPHIC ARTIST

GRAPHIC DESIGNER • Ongoing

Consulting with clients across a multitude of markets to formulate concepts and translate ideas into dynamic visual designs.

- Meeting with clients and/or potential clients to demonstrate and share creative vision and design insight; often leading the client to a clear and precise design direction.
- Use sophisticated aesthetic sense and dedication to design quality to create outstanding brand communications.
- Create package design and marketing materials for various products
- Fluidly transitioning concepts between traditional print collateral and various new media platforms.
- Produce and design print and new media graphics with exceptional eye for color, composition, context and typography down to the final detail.

ACHEN-GARDNER CONSTRUCTION, CHANDLER, AZ

MARKETING COORDINATOR • February 2015 to August 2015

- Primary focus is production of proposals and presentation materials. Other assignments include promotional materials, award submittals, project and client database management, website and social media updates, assist with PR and internal/external events.
- Produce interview presentations in Keynote; Plot engineering As-Builds/ schematics, research and plot wet and dry utility placement; Print on internal large format printer; Coordinate and troubleshoot all marketing material print production with outside vendors.

TIMES MEDIA GROUP (COLLEGE TIMES), SCOTTSDALE, AZ

(TMG Acquired College Times, Inc. & AZ Integrated Media in August 2012)

ART DIRECTOR • August 2012 to January 2015

- Heading, as Art Director, The College Times, The Scottsdale Airpark News, one of Times Media Groups flagship magazines and the SanTan Sun News, Times Media Groups most profitable newspaper.

COLLEGE TIMES, INC. & AZ INTEGRATED MEDIA, TEMPE, AZ

ART DIRECTOR, WEB EDITOR • July 2002 to July 2012

Overseeing the creative direction and design, in a key leadership position, of a multi-faceted media company catered towards the 18 to 29-year-old demographic and turning it into a successful newsmagazine with an audited weekly readership of over 115,000 via print and web. Also took a lead design role in the creation of AZ Integrated Media, a subsidiary that creates custom media for major events and government entities; and oversees distribution for 30 media products in the Phoenix market.

- Manage design team that consisted of 3 designers, a photographer and an intern.
- Developing and designing, as part of the key leadership team, a series of roughly 20 publications that grossed \$1.5 million in annual sales for clients as diverse as the Fiesta Bowl, City of Tempe and Phoenix Comicon. Highlights include the single annual issue, tourist-focused Fiesta Bowl Guide, Spring Training Guide, with annual ad sales of \$55,000 each, and College Times, which has grossed, on average, \$27,500 weekly for the past decade.
- Launching, as part of the leadership team, the complete layout and design of a startup media company aimed at 18-29 year olds, and growing it into a major regional print publication with 30 employees and 115,000 weekly readers.
- Launching, designing, and overseeing elements of a website that consistently ranks among the top 20 college newspaper websites in the country.

FURTHER MARKETING, MESA, AZ

WEBMASTER/ MARKETING/ SEO • March 2002 to July 2002

Head webmaster in charge of building and maintaining multiple websites to acquire mortgage and home loan applications. Emphasis on search engine placement and loan application acquisition.

- Marketed/ optimized websites for SEO/ placement to acquire mortgage leads.
- Hand coded HTML, HTML Editors, ASP scripting, formmail, CGI scripts, domain name procurement, keyword tracking and search engine submittal.