



PROFESSIONAL EXPERIENCE **SC DESIGN** Cincinnati, Ohio 05-present

*Freelance graphic design*

- Designing print graphics for a variety of businesses
- See website [www.StaceyCastle.com](http://www.StaceyCastle.com) for samples of work produced

**CENTRAL BUSINESS GROUP** Cincinnati, Ohio 03-05

*Marketing Manager, for a distributor of information management and furniture products.*

- Create marketing plans related to securing new business development and growth
- Develop and manage marketing collateral materials and print buying (newsletters, case studies, brochures, fact sheets, media correspondence, scripts, presentations, power point presentations, business cards, stationary, flyers, self mailers, press releases).
- Rely on experiences and judgment to plan and accomplish long and short-range goals, to ensure the profit, growth and expansion of the company.
- Consistently promote CBG's message to effectively expand lead prospecting through a variety of means. 41% Increase in lead generations.
- Design, develop, all advertising needs for web, print or audio. (Magazine, trade papers, tradeshow program books, newsletters, telephone on-hold services, broadcast advertising, etc.)
- Design and maintain company website
- Develop mailing lists for direct bulk mailings
- Tradeshow; responsible for evaluating, reserving booths, handling shipping, electrical connections, advertising, show marketing materials, design of booth, track effectiveness of shows, making sure booth is manned and booth presentation for any and all tradeshow
- Develop target market campaigns. Design, develop and orchestrate all marketing campaigns
- Database maintenance; expansion, lead tracking and campaign development
- Developed/maintain Marketing department budgets and manage staff

**PHI KAPPA TAU FOUNDATION** Oxford, Ohio 97-03

*Art Director, for the Phi Kappa Tau Foundation, a public, charitable, and educational foundation.*

- Design all aspects of their magazine and all other print materials
- Supervise production of all printing required for the company
- Art direct all photography requirements
- Execute all electronic prepress activities
- Maintain website

**CINCINNATI MAGAZINE/CM Media** Cincinnati, Ohio 96-97

*Art Director, for a monthly city magazine*

- Design all editorial and special advertising sections for the monthly magazine
- Supervise production of all printing required for the company
- Updated the department from the mechanical age to the digital age
- Manage staff
- Supervise the advertising art department
- Develop all production schedules
- Maintain yearly budgets
- Art direct all photography requirements for the magazine

**MTNA, MUSIC TEACHERS NATIONAL ASSOCIATION** Cincinnati, Ohio 92-96

*Art and Advertising Director, for a private organization for music teachers that produced a bi-monthly magazine American Music Teacher and supporting print collateral.*

- Design and handle production of bimonthly magazine
- Design and produce supporting print collateral for the national association
- Develop convention media and print materials

- Marketing of American Music Teacher
- Advertising space promotions \$200,000 advertising dollars, contracts and placement
- Ad creation and development
- Manage staff
- Direct all print buying purchases

**SDRC STRUCTURAL DYNAMICS RESEARCH CORPORATION** Milford, Ohio 87-92  
*Graphics Coordinator; for a worldwide fortune 500 mechanical engineering firm*

- Supervised internal graphic department
- Managed staff
- Interfaced directly with clients/customers
- Developed slide and video presentations
- Conducted photo shoots
- Upgraded internal typesetting system to desktop publishing
- Developed translations of print media for foreign offices
- \$500,000 print buying a year
- Worked with outside vendor sources, ad agencies, commercial printers and suppliers

#### TECHNICAL EXPERIENCE

**MAC/PC** (proficient in either platform)  
 Adobe products; InDesign, PhotoShop, Illustrator, Acrobat, PageMaker, Dreamweaver  
 Microsoft Office products; Word, PowerPoint, Excel (Certified)  
 Other; QuarkXpress, PageMaker

#### EDUCATION

**Art Academy of Cincinnati**, Cincinnati, Ohio  
 BFA Bachelor of Fine Arts in Communication Design 1986  
 Continued Education: Miami University, Xavier University, Cincinnati State, Great Oaks and other advanced Adobe Seminars

#### AWARDS

2010 Fraternity Communications Association (FCA) Award-Annual Report Design -3rd Place  
 2001 College Fraternity Editors Association (CFEA) Awards 2001-Certificate of Merit-Feature Article  
 2001 CFEA Awards 2001-2nd Place Profile-Article Content  
 2000 CFEA Awards 2000-3rd Place Annual -Report  
 2000 CFEA Awards 2000-3rd Place Feature-Article Content  
 2000 CFEA Awards 2000-Certificate of Merit-News Article Content  
 2000 CFEA Awards 2000-2nd Place-Newsletter  
 1999 CFEA Awards 1999-1st Place-Annual Report  
 1999 CFEA Awards 1999-1st Place-Feature Article Content  
 1999 CFEA Awards 1999-1st Place-Fred F.Yoder Overall Excellence  
 1999 CFEA Awards 1999-3rd Place-Innovative Handling of Routine Material  
 1999 CFEA Awards 1999-3rd Place-Multimedia Presentation  
 1999 CFEA Awards 1999-1st Place-Two Color or Less Article Layout  
 1998 CFEA Awards 1998-1st Place-Annual Report  
 1998 CFEA Awards 1998-3rd Place-Feature Article Content  
 1998 CFEA Awards 1998-Certificate of Merit-Feature Article Layout  
 1998 CFEA Awards 1998-1st Place Profile-Article Content  
 1997 CFEA Awards 1997-1st Place-Critics Choice Cover  
 1997 CFEA Awards 1997-Recipient-Evin C.Varner Award  
 1997 CFEA Awards 1997-Certificate of Merit -Fred F.Yoder Overall Excellence  
 1997 CFEA Awards 1997-Certificate of Merit -Innovative Handling of Routine Material  
 1997 CFEA Awards 1997-Certificate of Merit-Profile Article Content  
 1996 Cleveland Press Award

#### REFERENCES

Brian Breittholz  
 Miami University  
 Associate Director Alumni  
 Relations  
 513-255-2954  
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Elizabeth Runyon  
 Delta Sigma Pi  
 Communications Coordinator  
 513-523-6953  
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Bill Jenkins  
 Phi Kappa Tau Foundation  
 Director (past)  
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