

**GARY SYLVESTER**

9570 BLOOMFIELD STREET, CYPRESS, CA 90630  
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**ADVERTISING DESIGN PROFESSIONAL**

*Creative, Art Director, Graphic Designer, Digital Artist, Freelance Artist, Production Artist, Package Designer, Manager, Account Manager, System Administrator, Sales, Brand Manager*

Accomplished creative professional with a diverse and extensive background backed by 10+ years of experience within the advertising industry. Detail oriented with a focus on branding and consistency. Spirited team player with agency experience and an entrepreneurial attitude. Exhibit strong communication and computer skills. Keen understanding of the creative process, problem solving, effective direction and file production. Management of proposed budgets and 100% deadline/on-time delivery of product.

- Macintosh OS
- Adobe Creative Suite
- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Dreamweaver
- Adobe Acrobat
- QuarkXpress
- Word, Excel and PowerPoint

**EXPERIENCE**

*Slyart, Cypress, CA* *1999-Present*

**Self-employed Freelance Artist** *View samples at: [www.slyart.com](http://www.slyart.com)*

Work in conjunction with advertising/marketing agencies and business clients for print, internet and display projects. Experienced contractor/subcontractor for businesses in the Pharmaceutical/Medical, Food/Restaurant, Financial, High Tech/Corporate, Out of Home advertising (OOH), Retail and Product Sales industries.

- Client consultation, cold calling, needs assessment and sale of services
- Project proposal writing for scope, budget, schedule and fulfillment
- Conceptual development and design of proposed project
- Art direction and preparation of comprehensive presentations
- Execution of electronic files for production
- Vendor communications for copywriters, illustrators, printers, silk screeners, graphic and sign production companies

*Developed concept and designs for:*

- Branding corporate identities/logos/standards manuals
- Annual reports/financial documents
- Advertising and direct mail programs
- Brochures, flyers and stationery packages
- Web site and internet collateral
- Illustrations and graphics
- Signage, silkscreen and trade show booth
- Package design and POP displays

*Apple Inc., Apple Store - South Shore Plaza, Braintree, MA* *2010-2013*

**Expert (Master Salesperson), Specialist (Sales Associate)**

Became a member of the business team on the sales floor to assess business customers' needs and provide solutions. Promoted to Expert for exceptional performance to mentor staff, perform assistant manager responsibilities and be a master salesperson.

*Achievements:*

- Number one in sales revenue for 2011
- Able to exceed metric goals consistently
- Leader for collecting business introductions to build relationships and add future pipeline revenue

*Other responsibilities include:*

- Custom design for store team logo to reinforce multiple teams working together as one
- Business consultations to provide effective solutions for needs
- Effective training and mentoring of sales staff
- Create keynote presentations to lead, inspire and inform staff on procedures, products and ways to improve



*Gropi Advertising Design, Inc., Braintree, MA*

1993-1999

**Senior Art Director/Systems Administrator, Art Director, Graphic Designer**

Began as freelance and through dedication, abilities and exceptional performance, was promoted to Senior Art Director.

- Concept, layout and production of printed and internet collateral
- Graphics, image alteration and document file preparation for production
- Management and delegation of projects to 6 designers and freelance staff
- Report to Owner and Creative Directors
- Estimated and scheduled projects, noted conflicts, prioritization, and met tight deadline objectives
- Client relations, including consultation, detail of services and products
- Vendor communications for copywriters, illustrators, printers, silk screeners, finishers, graphic and sign production companies
- File organization and archiving for future reference and usage
- Hardware and software purchasing, setup, installation, diagnostics and troubleshooting for a network of nine Macintosh computer systems, multiple printers, scanners and supply purchasing
- Organize and direct photo shoots including photographers, models, props, artwork, lighting and style
- Strategic execution of:
  - Corporate identities/logos and corporate standards
  - Annual reports and financial materials
  - Brochures, flyers and stationery packages
  - Advertisements and direct mailer programs
  - Web site and images to team up with webmaster for production
  - Presentation graphics and signage

*RockRag, Taunton, MA*

1991-1993

**Owner/Publisher**

Creator and Founder of a 20+ page bi-weekly Southeastern New England music entertainment publication focusing on local artists and businesses in addition to national acts..

*Responsible for all facets of:*

- Promotion, marketing and growth of publication
- Advertising sales, ad design and customer relations
- Management of a staff of 40+ volunteers, consisting of writers, photographers, distributors and office administrators
- Publication design, layout and production utilizing IBM desktop publishing system
- Oversee web printing and publication distribution throughout Southeastern New England
- Publication produced 33 issues and achieved regional readership of 20,000+ people
- Achieved national music label acknowledgement status for high profile musicians and concert coverage

*Circle Graphics, Hingham, MA*

**Graphic Designer**

*LW Robbins/Wilde Creative, Holliston, MA*

**Senior Art Director**

*Analysis, Strategy & Development (AS&D), Hingham, MA*

**Creative/Art Director**

*Fairview Printing Company, Canton, MA*

**Mechanical Artist**

## EDUCATION

**Associates Degree – Applied Science of Architectural Building Technology**

Blue Hills Regional Technical Institute (Massasoit Community College), Canton, MA

Top of class, cum laude graduate with proficiency award

**Macromedia Dreamweaver Software Course**

Massasoit Community College, Canton, MA