



MICHAEL CALLOWAY

510 Reef Road ♦ Fairfield, CT 06824
(203) 414-2706 ♦ michael@mcalloway.com
Portfolio: www.mcalloway.biz

"Michael was integral to Source's success. Michael is quite special. While he is an expert at the creative process and pre/post-production, he will do whatever it takes for a company to succeed. He does the job of more than one. He is highly dependable and a mature professional with superior intellect and creativity. He runs a creative- production team like clockwork. Mike is "rock solid."

Howard Steinberg, Founder/CEO, Source Marketing

STUDIO DIRECTOR / PRINT PRODUCTION CONSULTANT

Versatile and seasoned studio artist and print production director with more than 19 year's experience in the visual and print communications field. Rich background in creating and producing marketing and multi-media design solutions that strengthen company image and drive revenue growth. Leverages talent *in all aspects of studio design and print production, team building, leadership, quality assurance, and creative direction.*

- ✓ Gifted in leading cross-functional teams that collaborate as a focused unit to achieve objectives and complete projects in time-stress environments.
- ✓ Dynamic and influential communicator; builds teams, and cultivates and sustains business and client relationships.
- ✓ Solution driven and forward thinker; identifies and evaluates problems and actively resolves issues to positive change.

AREAS OF EXCELLENCE

- | | | |
|-------------------------|---------------------|---------------------------------|
| ♦ Promotional Marketing | ♦ Team Building | ♦ Design Project Management |
| ♦ Brand Identity | ♦ Studio Direction | ♦ Visual & Print Communications |
| ♦ Photo Shoot Direction | ♦ Staff Management | ♦ Internet /Web Mail |
| ♦ Business Collateral | ♦ Print Production | ♦ Budget & Cost Effectiveness |
| ♦ Relationship Building | ♦ Print Procurement | ♦ Purchasing / Vendor Relations |

Technical Proficiencies

Adobe Creative Suite and QuarkXPress, Microsoft Office Suite, Mac OS

CAREER HIGHLIGHTS

EMCOR Group, Inc., Norwalk, Connecticut

2011–Present

Production/Design Services Consultant

- ♦ Conceptually designed numerous advertising materials, webmail and business collateral from inception to finalization. Oversaw print production.

SOURCE MARKETING, Norwalk, Connecticut

1993–2010

Studio /Production Service Director (2005-2010)

Directed entire operations of the studio and production department; managed promotional/advertising projects for prominent client accounts in the banking, insurance, pharmaceutical, healthcare/medical, and CPG, trade and consumer.

Notable:

- ♦ Introduced a new, effective vendor bidding process. **Result:** Reduced delivery time and cost-savings by 33%.

Highlights:

- ♦ Oversaw file preparation for print and prepress for more than \$2MM in consumer and trade materials comprised of direct mail, POS, print and trade/event displays—averaging 10-20 digital files daily.
- ♦ Managed marketing team to ensure client objectives and scheduled timelines were met.

♦ Source Marketing – continued

- ♦ Conceptually designed numerous advertising materials, catalogs, webmail, POS, and business/trade collateral from inception to finalization.
- ♦ Recruited and managed freelance artists and designers for various advertising projects.
- ♦ Supervised all aspects of studio and production workflow, including job trafficking, scheduling, sourcing, vendor bidding, and inventory; prepared and managed budget and P&L with CFO.
- ♦ Contributed to the launching of the internal resource site; managed Mac IT operations and computer purchasing.
- ♦ Utilized “hands-on” studio skills to create project mockups and comps to ensure production readiness.

Studio Services Director (1993–2005) / Westport, Connecticut

Supervised entire marketing and trafficking processes for major accounts: AOL, TWC, Chase, Pepsi, HBO, NY Life, PrimeStar, Black & Decker, MasterCard, Kodak, Budweiser, Converse, Campbell Soup Company, and more.

Notable:

- ♦ Developed and implemented a design/production department for a maturing marketing agency. **Result:** Contributed to turning a zero-revenue company into a leader in the promotional marketing industry.
- ♦ Received the Point-of-Purchase Advertising International (POPAI) Award for outstanding execution of the “Crystal Light” display, 1997.
- ♦ Initiated a digital file archiving system: **Result:** Increased resource accessibility and expedited production.
- ♦ Managed day-to-day IT issues

Highlights:

- ♦ Directed integrated marketing projects, prepress, bids, and printing processes.
- ♦ Managed production workflow; hired and supervised marketing staff, and recruited freelance designers.
- ♦ Ensured deadlines were met through diligent management and scheduling.
- ♦ Liaised between clients and marketing team to ensure cohesive marketing objectives.
- ♦ Supervised launch of first company website, email, and laptop presentations.
- ♦ Designed and produced POS and coupon booklets for more than 150 national retail outlets for a major credit card company within a highly limited deadline.

CREATIVE ALLIANCE, Fairfield, Connecticut

1990–1993

Studio Manager

Accountable for all phases of design and production of consumer/trade advertising and promotional materials from concept to completion.

Highlights:

- ♦ Served as primary client contact and gained confidence of customers: managed notable accounts including Pepsi, PepsiCo, Evian, Ragu, Angel Records, Nabisco, and Bubble Yum.
- ♦ Performed prepress file prep and supervised press checks.
- ♦ Directed product photo shoots and stylization processes.

ADDITIONAL EXPERIENCE:

GRAPHICS PLUS

Senior Studio Artist

-Designed and produced promotional materials, logos, and package design for various clients including General Foods, Nestlé, Pepsi, and Ragu.

-Maintained direct client contact and follow-up to ensure brand integrity and specifications were met.

-Supervised photo shoots.

FREELANCE DESIGN AND PRODUCTION

-Provided services in design, finished airbrush, and mixed media illustration for advertising and promotional sales: Prominent clients included Dell Publishing, Grossett & Dunlap, Ray-O-Vac, and Reader's Digest.

EDUCATION

PARSONS SCHOOL OF DESIGN, NEW YORK CITY

Advertising and Graphic Design

REILLY LEAGUE OF ART, WHITE PLAINS, NEW YORK – **Graphics and Illustration**

MEDICAL UNIVERSITY OF SOUTH CAROLINA – **Medical Illustration**

WOFFORD COLLEGE, SPARTANBURG, SOUTH CAROLINA

Bachelor of Arts (BA) Degree in Liberal Arts