

# Avi S. Adelman

Telephone 214.923.3562

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## Summary

More than twenty years of experience in writing, graphics art, printing, and creative services (from concept to production), newsletters, brochures, operation manuals, flyers, user guides, promotional material, magazines, photography (news, product, events) and Web sites. Hands-on experience in taking vague business concepts from sketches to operation, including logos, marketing, Web sites and media coverage.

## Experience

*Dallas Creative and PhotographerOnBoard.com (formerly known as Graphic Choices) – ongoing since April 2002 as freelance work*

Graphic design and web site development services, including: business identity materials, advertising materials, print production, print brokering, photography and media consulting services. Clients include: Restaurant, food/beverage events, political campaigns (local), medical clinic, SOHO, nightclubs, apparel manufacturer.

Software: Photoshop, Illustrator, InDesign, Dreamweaver, Filemaker, MS Office

*Mobile Test Services, Dallas (based in Salt Lake City) – June 2018 to current (part-time)*

Provide vehicle and driving services to companies testing new cellular phone technology on assigned network routes in the North Texas area

*Morrison Architectural Sign Company, Dallas – November 2017 to June 2018*

Assistant project manager for architectural sign company (hospitals, office buildings, etc)

Software: Adobe Creative Suites (Cloud)

*Rapid Response Systems (on contract) – January to August 2015*

Marketing services for fire alarm inspection service concept. Secure database of > 30,000 fire alarm/fire sprinkler permits in Dallas/Collin/Tarrant counties to prepare for inspection outreach program April 2015. Move and update primary website, create new print materials and process management of sales program.

Software: Photoshop, Illustrator, InDesign, Dreamweaver, Filemaker, MS Office

*ViaTech Publishing (on contract for Dallas Employment Services) – Sept/Oct 2013*

Preflight services for digital printing operations during transition period following purchase of Etheridge Printing by ViaTech Publishing. Worked almost exclusively in Quite Imposition software to review documents and build files for printing on digital platform. Built files in Xerox RDO format for Docutech platform.

Software: Photoshop, Illustrator, InDesign, Acrobat

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### *Campaign Manager, David Blewett for Dallas City Council (February – May 2013)*

Responsible for a variety of services, products, database and deliverables for District campaign. Logo, website, social media accounts, database (supporters, yard signs, volunteers, etc), special events, niche community relationships (Google, phonebank, internet services), photography, video, audio and candidate consultation.

Software: Photoshop, Illustrator, InDesign, Dreamweaver, Filemaker, MS Office

### *Campaign Manager II, David Kunkle for Dallas Mayor (February – May 2011)*

Responsible for a variety of services, products, database and deliverables for this grassroots 160-day groundbreaking campaign. Logo, website, social media accounts, database (supporters, yard signs, volunteers, etc), special events, niche community relationships (Hispanics, LGBT, Neighborhood Associations, and more), technology (Google, phonebank, internet services), photography, video, audio and candidate consultation.

Software: Photoshop, Illustrator, InDesign, Dreamweaver, Filemaker, MS Office

### *Taste of Greenville Avenue (July 2009 – November 2011)*

General Manager for an association of 30+ restaurants and vendors on Greenville Avenue. Responsible for membership expansion, member services, database, newsletter and local government relations. Project manager for Taste of Greenville Avenue events, featuring more than 30 restaurants selling sample-sized portions of their signature items, plus events and activities in development.

Software: Photoshop, Illustrator, InDesign, Dreamweaver, Filemaker, MS Office

### *Daily Crime Report, LLC (December 2007 – sold March 2017)*

Founder and president, provides daily criminal offense updates by email to subscribers, using publicly available data from Dallas Police Departments based on neighborhoods, beats or other parameters.

Software: Photoshop, Illustrator, InDesign, Dreamweaver, Filemaker, MS Office

### *D & J Sports (September 2006 – September 2007) Contract*

Complete website rebuild (13,000+ items), merging disparate databases and images into one system; graphic design and production services for advertising and promotions; future-think logistics consulting.

Software: Photoshop, Illustrator, InDesign, Dreamweaver, Filemaker, MS Office

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## *Ads In Motion / LimeTruck Advertising (April 2006 – September 2006) Contract*

Creative Services manager, including billboard design and production, process documentation and management, sales support, and network maintenance.

Software: Photoshop, Illustrator, Dreamweaver, Filemaker, MS Office

## *CPI Office Products (August 2001 – April 2002)*

Responsible for management of full-service printing center, design shop and production services, with sales exceeding \$105,000 per month. Implemented job tracking, project management and process analysis to improve customer service and deliverables.

Software: Photoshop, Illustrator, InDesign, Dreamweaver, Filemaker, MS Office

## *Idea Integration/Consulting Partners, Inc. (November 1999 – January 2001)*

Provided support for proposal management, vendor relations and printed materials needed in-house, and provided estimates and support for client projects requiring print production or graphic support.

Software: Photoshop, Illustrator, InDesign, Dreamweaver, Filemaker, MS Office

## *Lockheed Martin Tactical Aircraft Systems, Fort Worth, Texas (Contractor position) – (August 1998 – November 1999)*

Graphic Design and Publications Manager

Developed a newsletter, operation manuals, in-house audience promotions, forms and guides, and database materials. Included in-house newsletter, in-house management association magazine, and

newsletters for multiple departments. Worked with Creative Concept and Design (CCD) team on sales materials for the F-16/Fighting Falcon international sales programs, working on projects from concept through production, to review and prepress.

Assigned to all Israel sales programs due to fluency in Hebrew language.

Software: Photoshop, Illustrator, InDesign, Dreamweaver, Filemaker, MS Office

## **Etcetera**

Online graphic design portfolio      [AviAdelman.com/graphic](http://AviAdelman.com/graphic)

Online photography portfolio      [AviAdelman.com/photo](http://AviAdelman.com/photo)