

Dennis Zelazny  
24850 Landau, Center Line, MI 48015  
586 764 8762  
Online portfolio: Denz.mobi

As a creative leader and visual artist, I always analyze graphic work from several points-of-view: how a concept is developed and how it will be perceived by the consumer, in addition to ensuring that it conveys the upmost and informative message. I design and create advertising materials for both digital and print medias, my designs and layouts always include strategies of color and typography usage with great attention to detail. Current work includes design and production for portable devices, websites, electronic publications, and video media including digital boards. The use of all these medias produce quality and successful marketing campaigns including attention getting and memorable branding. I communicate well with clients, customers, other designers and relate very well to agency work and their business practices. My computer skills include: Indesign, Photoshop, Illustrator and other software available from the Adobe Creative Suite and Microsoft Office products. Visit my web portfolio at: denz.mobi

1/16 - 6/17: **Communication Team Member**

Temple Israel - Synagogue / preschool campus / entertainment and religious venue  
5725 Walnut Lake Rd., West Bloomfield, MI 48323  
(248) 661-5700

All efforts included formulating fresh and innovative initiatives for canvassing, marketing, and creation of many collateral materials. The designing of brochures, newsletters and social media participation happened on a daily basis. I developed video themes and infographics for digital signage located the the hallways of the building. With my "out-of-the-box" thinking I stimulated the Communications Department into brainstorming and collaborating with department heads. Resulting with development of compelling creative concepts; working closely with the Directors we accomplished concepts that translated into effective and memorable communications appearing both professional and visually appealing to our audience. I was asked to step into a photographic mode and include the staff photographer duties; which included documenting events happening at the center. In a one-year time frame I photographed over 1,000 families. I also photo-documented the facility and many of the items which can be seen in the museum and in the museum book.

- Development and implantation of digital signage; included video editing and producing.
- Daily Photojournalism of School Campus and Temple Activities.
- Hands on production for digital and print media.
- Implementing astute social media strategies.

6/15 - 1/16 **Marketing Manager**

Thurswell Law  
1000 Town Center #500, Southfield, MI 48075  
(248) 354-2222

This short term Marketing Manager position for a high profile law firm was created to investigate and document previous advertising and marketing plans. Promoting the law firm services and branding all need to be within the guidelines that the State of Michigan has set. I presented new possible marketing campaigns for both print and social medias. My creativity and expertise linked to new ways of delivering messages to potential clients. A large amount of attention went into blogging, Facebook, Twitter and LinkedIn. I methodically packaged all efforts/information for a successful business transition to a Chicago based advertising company that specialized in promotion of lawyers.

- Researching and analyzing market trends, identifying target markets and how best to reach them
- Organizing the production of posters and brochures and social media imaging including video

4/08- 6/15 **Assistant Production Manager**

Observer & Eccentric, Hometown, Press & Argus Publications, Gannett - Michigan.com  
160 W. Fort Street, Detroit MI 48226  
313-223-3203

Combined writing skills and keen decision making competences all based on daily deadlines. The tracking of digital advertising orders needed to correspond with the proper starting and finishing dates, reserving the required amount of impressions using client-approved-creative. I was the connection between the sales personnel and the digital operations office located elsewhere in the country. I documented conflicts and special instructions in a timely fashion.

### **Publishing Resource Manager**

This position was for The Observer, Eccentric and Hometown Newspapers. Its focus was on creating advertorials and Special Publications including Tabs and Magazines. I produced 54 products each year with yearly “profits” over 300k. I continuously sought out current graphic and visual trends. I developed a simplified process for creating PDF flip book pages for website usage. I also executed the exploration and the use of iPhone and iPad software apps for quicker creation of creative.

- I actualized usage of cost free editorial materials.
- Coordinated a team of freelancers and one on-staff graphic designer.
- Networked with the sales staff, advertising managers and publishers office staff.

### **Client Solutions** (Detroit News and Detroit Free Press)

A Mac Operator works in a department named Client Solutions, I created and updated ads appearing in the daily papers. Accuracy was “key” as well as being able to work with the sales staff who worked with demanding art requests with very tight time restrictions.

- Understood the usefulness of “Time Sensitive Materials” and “Good Design” skills.
- Never afraid or shy to ask questions about the daily process or the next step.

### **Toning Department** (Detroit News and Detroit Free Press)

Assigned CMYK values to Editorial supplied JPEGs. Learned and applied an intense guideline of number values that simplified digital printing presses to correctly reproduce quality images. I learned and applied these numbers in various applications so all photos used were flawless and images were clear and color corrected.

- Made excellent use of provided training time which resulted in increased processing speed with quality
- Shared information with peers and I was not intimidated by demands of these high standards but rather learned and embraced requirements to produce quality images

### **4/97 - 4/08 Creative Director and Publisher's Assistant**

Springer Publishing (Tech Center News, US Auto Scene and Detroit Auto Scene)  
31201 S. Chicago Rd., Warren MI 48093  
586-939-6800

Springer Publishing, a local publishing company that produces six local automotive related newspapers. I assisted the publisher in the coordination of daily deadlines, organization of editorial reporting, aided in managing a sales staff and oversaw the ad production department, the publisher was an absentee owner which meant that I was given an opportunity to develop specialized skills; needed to do this large but obtainable task.

- Created and designed specialty sections and pages, a major concern was executed for development of new ideas that encompassed marketing for potential new advertising accounts. Played a key role within sales department aiding in bringing new totals to 4.5 Million US Dollars per year.
- Worked with editorial staff in obtaining and encouraging new leads for story ideas. Wrote editorial articles using AP style guide. Introduced digital camera usage to editorial staff.

### **Education**

Center for Creative Studies - Bachelor Program, 460 W Baltimore St, Detroit, MI 48202, 313-664-7400  
S. Macomb Community College - Associate's Program, 14500 E Twelve Mile Rd, Warren, MI 48088, 586-445-7999  
Continuing workshops and computer programing related seminars

### **Software and hardware**

Adobe Creative Cloud, Creative Suite, Indesign, Photoshop, Adobe Acrobat Pro, Illustrator, Garageband, iVideo, Premiere Pro, iLife software, WordPress, Weebly Drag and Drop, Microsoft: Excel, PowerPoint and Word, Newsgate, Layout 8000, Adsoftware, NewsEdit, publisher