

EXPERIENCE

September 2006 – Present
October 1990 – January 1998

Jon Rosenthal Design

- Oversee daily operations of design studio servicing a diverse client list and their uniquely individual graphic needs.
- Create and execute hard-working, imaginative designs, manage budgets and supervise production of brochures, advertising campaigns, sales presentations, special advertising sections, web sites, logos, letterheads, corporate identity programs, newsletters, posters, menus, compact disks, package design, point-of-purchase materials, t-shirts and other advertising premiums.
- Clients include American Express Publishing; Time-Warner Inc.; Intermedia Outdoors; Sumit Diamond Corp.; Rowland Communications; *Consumer Reports*; Ziff-Davis Publishing; The New York Pops; HBO/Cinemax; Catalog 1 Productions; Meigher Communications; Van Eck Securities; The Promotion Group; REES Corporation; Alessio Productions; The Richard Tucker Music Foundation; Concert Music Network; KKN Enterprises; Chuck Klein Productions; Doug Winters Music; Opera Index, Inc.; Colgate-Palmolive; Penton Publishing; International Herald Tribune.

February 2000 – August 2006

American Express Publishing *Travel + Leisure Golf Magazine* Design Director

- Supervised all aspects of art and design projects for *T+L Golf* sales and marketing.
- Lead the development of interactive sales tools for the magazine including a multi-media General Sales Presentation, a CD-ROM Media Kit and online media web site. Set the template for all other magazines at AMEX Publishing to follow.
- Oversaw the development and production of all sales, premium and collateral materials, insuring a tone and manner consistent with the magazine's brand image.
- Created impactful marketing communication materials as part of client added value programs including direct mail, web sites, in-book advertising, supplements, collateral and more.
- Supervised art, photo and copy freelance staff as necessary.
- Maintained art department's budget.

October 1998 – January 2000

American Express Publishing *Travel + Leisure Magazine* Art Director

- Conceived, developed and implemented a comprehensive sales promotion strategy for *Travel + Leisure*, "branding" the magazine with a design approach consistent with its upscale, modern identity.
- Developed highly effective marketing and promotion plans for key *Travel + Leisure* advertisers that garnered multi-page programs for the magazine.
- Managed staff of two full-time designers and directed all design, copy and production of all print advertising promotion.

February 1998 – October 1998

Time Inc. *Fortune Magazine* Art Director

- Developed and directed design and content of all special advertising sections from planning and conceptual stage through production.
- Created direct mail, merchandising and retail programs for *Fortune*, its clients and prospects.
- Designed sales collateral materials as needed.
- Hired and managed freelance staff.
- Maintained department's budget.

JON ROSENTHAL

DESIGN INC.

EXPERIENCE *(Cont'd.)*

July 1995 – January 1998

Time Inc.
Fortune Magazine
Freelance Art Director

- Helped to establish a strong visual identity for the publication's advertising sales promotion efforts.
- Responsible for the graphic design and execution of all print promotion materials for the sales and marketing departments.

April 1988 – October 1990

Gilbert Lesser/INCR Inc.
Associate Art Director

- Directed production of all client advertising including design, copywriting, mechanicals, typography and printing.
- Planned and executed special events including gala fund raisers, from catering to site design/decor and entertainment.
- Directed international exhibition of eighty theatre posters to museums throughout Europe and the United States.
- Acted as liaison between clients and company president.

June 1982 – August 1987

Time Inc.
Life Magazine
Assistant Promotion Manager

- Directed production of advertising materials for *Life* magazine.
- Supervised design, research and production of visual material for direct mail, board, videotape and slide presentations.
- Produced mechanicals for direct mail.
- Purchased printing, photography and premiums.
- Supervised and maintained mailing list and fulfillment. Planned and executed special events for advertisers.
- Planned and maintained budgets.

SKILLS & INTERESTS

- Extremely proficient in Adobe CS2 (InDesign, Illustrator & Photoshop), Quark XPress, Microsoft PowerPoint, Microsoft Word, Apple Final Cut Pro, Macromedia Flash, Macromedia Dreamweaver, Adobe PDF & PDF/X workflow. Excellent production and pre-press skills.
- Macintosh fanatic
- Music fanatic

Portfolio and references available upon request.