



## Overview

Over sixteen years in graphic design, marketing and creative resources management.

Events, Marketing, Communications and Corporate PR experience.

## Highlights

Corporate marketing know-how from the ground up

Business focused, creative team leader with proven results

Hands on design, illustration and photography capabilities

Versed in numerous software applications on PCs, Macintosh and Networking

Corporate and industry event coordination experience

Public Relations & Corporate Communications skills

Top references from business professionals

## Skills

- Illustration
- Presentation Design
- Template Creation
- Document Layout
- Event Materials & Management
- Staff Management
- HTML & CSS
- HTML email
- Website Maintenance
- Intranet management
- News / Media / PR
- Photography
- Photo Editing
- Print Production & Distribution
- Press Releases

## Experience

### Designer / Investor Relations

Undisclosed, October 2010 – Present

- **Transformed Firm's Image** – instituted standards and created a wide variety of electronic and print elements that changed perception of the firm, from a mom-n-pop operation, to a firm worthy of attracting sophisticated institutional clients. As a result the firm has recorded record growth in Assets Under Management.
- **Improved Client Experience** – redesigned the firm's flagship online application UI to simplify and enhance quality of the user's experience. Redesigned client portals, reports and investor proposals, improving their quality and sophistication. Both projects received accolades from clients and internal users.

### Designer (contract)

Everest Capital, December 2009 – June 2010

- **Developed Brand Identity** – created and managed brand identity concurrently with development of resources and investor materials, which clients noted for their "professional and highly developed institutional appearance."
- **Produced Marketing Materials** – updated, redesigned and maintained presentations, fund summaries, monthly asset reports, investor proposals, internal sales documents, research/whitepapers, RFPs, website and business cards. Managed firm PR, including boilerplate construction and coordinated releases between management and external services.
- **Corporate Events** – key planning team member and onsite management, responsible conference identity, invitations and collateral materials. Instrumental in the success of the firm's first and highly acclaimed investor conference.
- **Streamlined Marketing Resources** – increased access to graphics, images, photos, logos, pitches, fund overviews etc. Organized and standardized resource content and availability.

### Creative Director, Institutional Division

Stanford Group, 2005 – 2009

- **Formed and Supervised the Creative Team** – increased access to creative resources and reduced cost and timelines for a wide array of projects. Supervised and selected internal and external design and print resources.
- **Marketing and Communications Leadership** – developed and implemented unit marketing plan, including key message development, ad campaigns, industry conferences, corporate magazine, client pitches, tear sheets, photography, web and email content.
- **Developed Department Corporate Identity** – created templates, print design and industry report distribution system. Branded the firms corporate events and coordinated event logistics.
- **Managed Department Communications** – selected and directed external PR services, authored external and internal announcements, news, articles releases, and press kits.
- **Spearheaded Internal Employee Communications** – projects included; training materials, newsletters, intranet, and news clipping services.

## Skills (continued)

### System Software:

- Microsoft Windows
- Apple OSX
- Networking

### Application knowledge:

#### Microsoft

- PowerPoint
- Word
- Excel
- Publisher
- SharePoint
- Outlook
- Visual Studio

#### Adobe Creative Suite

- Illustrator
- Photoshop
- Acrobat Pro
- InDesign
- Dreamweaver

- Ektron CMS

- **Coordinated Marketing Processes** – managed department PR, communication and marketing activities with the Chief Marketing Officer and Global Corporate Affairs Officer resulting in improved client and interdepartmental communications.

### Designer, Creative Services

### Waterfront Properties, 2003 – 2004

- **Designed Marketing Materials** – designed multiple weekly newspaper and magazine ads, brochures, postcards, mailers and web graphics.
- **Created Brand Consistency** – created templates, standardized design elements and visual appearance across all products that created a coherent brand identity.
- **Desktop PC Support** – performed Windows and Networking support services for agents and staff.

### Creative Director, Creative Services

### Credit Suisse, 1998 – 2002

- **Design Team Management** – recruited and lead a staff in graphic design and desktop publishing. Solicited jobs, obtained competitive bids and managed projects from start to finish that became industry leading materials and industry first products.
- **Broad Production Experience** – initiated creation of material for both electronic and print distribution, including technical illustration, marketing materials, newsletters, cover design, web graphics, advertising, multi-media CD-ROMs, and conference materials including speaker presentations, banners, signs, invitations, schedules, and web media.
- **Design Resource Focused** – streamlined access to in house and outside creative resources – shortened project timelines and improved design quality, saving cost and development time for custom graphics.

### Senior Technician, Presentation Technology

### Deutsche Bank, 1996 – 1998

- **Team Player** – worked closely with directors, analysts and associates designing cover and content graphics for prospectuses, pitch books and other materials to achieve results recognized company wide.
- **Accomplished Skill Set** – produced materials that increased business, and contributed to the overall success of the investment banking and research departments. Created numerous PowerPoint presentations with high quality graphics and layout. Clients frequently requested my services to assist with their corporate presentations.
- **Professional Caliber** – quickly promoted to leadership positions, on second shift, and then first shift where I supervised and trained junior production staff.

### Aircrew Instructor / Combat Aircrew

### U.S. Navy, 1980 – 1996

- **Diverse Assignments** – Flight Operations Supervisor, Technical Training Manager, Aircrew Instructor, Airborne Sensor Operator, Tactics Division Lead, Classified Materials Custodian and Base Budget Analyst.
- **Recognized Performance** – awarded Navy Achievement Medal for outstanding service, Pacific Fleet Aircrew of the Year, Master Training Specialist/Instructor of the year for aircrew instruction, multiple Golden Lens and Lens Master Awards for photographic skills.
- **Experienced Aircrew** – over 3300 hours of in-flight sensor operation, signal analysis and airborne maritime patrol reconnaissance experience.



Keith Meinhold

1251 NE 84th Street, Miami FL 33138 | 305 804-7064 | keithmeinhold@gmail.com | www.keithmeinhold.com