

## Keith Meinhold

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### Overview

**Marketing, communications and corporate PR proficiency.**

**Extensive graphic design and creative resources management expertise.**

### Highlights

- Corporate marketing know-how from the ground up
- Business focused, creative team leader with proven results
- Hands on design, illustration and photography skills
- Public relations & corporate communications experience
- Versed in numerous software applications on PCs, Macintosh and Networking
- Corporate and industry event coordination experience

### Skills

- Direct Mail design / campaigns
- Document layout
- Event materials and management
- HTML & CSS (web / email)
- Illustration
- Intranet content management
- IR / Investor communications
- News / Media / PR
- Photography / Photo editing
- Presentation design
- Press releases
- Print production and distribution
- SEO / AdWords
- Support staff management
- Template creation
- Website maintenance / CMS
- Video Editing / Storyboarding

### Employment Experience

#### Marketing Manager

**Confidential MCA Firm, March 2015 – Present**

- **Marketing & Communications** – Developed consistent marketing materials and managed production of marketing effort for a merchant funding firm. Projects included: trade show booth production and onsite show management, brochures, direct mail campaigns, email campaigns, website development, SEO, AdWord campaigns, lead generation, tracking and reporting, sales training and industry and training videos.

#### Marketing/Investor Relations **Crystal Capital, October 2010 – February 2015**

- **Transformed Firm's Image** – instituted brand identity standards and developed 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 recorded record growth in Assets Under Management.
- **Improved Client Experience** – redesigned the firm's flagship online application user interface to simplify and enhance quality of the user's experience. Developed the firm's website, maintained and overhauled to reflect the firm's growth and capabilities. Redesigned client portals, reports and investor proposals, improving their quality and sophistication. Created videos to explain the firm's product line to potential clients and investors.

#### Contract Marketing

**Everest Capital, December 2009 – June 2010**

- **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.
- **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.
- **Managed Corporate Events** – key planner and onsite manager, instrumental in the success of the firm's first and highly acclaimed investor conference.
- **Streamlined Design Resources** – increased access to graphics, images, photos, logos, etc. Organized and standardized resource content and availability.

#### Creative Director, Institutional/Capital Markets **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 releases, and press kits.

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### Systems:

- Apple OSX
- Microsoft Windows
- Networking

### Application Knowledge:

- Acrobat Pro
- After Effects
- Dreamweaver
- Excel
- Illustrator
- InDesign
- LightRoom
- Outlook
- Photoshop
- PowerPoint
- Publisher
- SharePoint
- Velocity
- Visual Studio
- Word

- **Spearheaded Internal Employee Communications** – projects included; training materials, newsletters, intranet, and news clipping services.
- **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 led 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, Special Projects Technician, Tactics Division Lead, Classified Material 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 3500 hours of in-flight sensor operation, signal analysis and airborne maritime patrol reconnaissance experience.

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