

CONTACT**Alan Welch**

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I have been a resident of North Carolina since 1991 and was employed by Duke the entire period until accepting an early retirement offer in January 2010. I then moved to the eastern North Carolina area and went back into free lance design and photography.

SKILLS

Excellent communicator both written and verbal
Award winning designer (AIGA, PICA, and competitions for photography and photo manipulation)
Winner, Marketing Manager of the Year award, 1996 (Duke University Stores)
Award winning photographer and photo manipulator
Deep understanding of *In Design* and *Photoshop* currently using *Adobe CC*
Skilled in dealing with clients and resolving issues
Broad experience in advertising and promotion, both online and in print
Innovative in art direction and conceptualization
A proven team player
Keen and insightful sense of humor

WORK HISTORY**1977 to Present**

**Zeitgeist Design/ReverieRealm Studios, Houston, Dallas, Durham, Bridgeton and Jacksonville
Owner & Design Head**

I created and continue to run a small graphic design and marketing company that has evolved for close to thirty years. I have designed and produced print material ranging from business cards to hard back coffee table art books. This involves managing projects from conception through delivery and consists of writing, art direction, layout, photography, and typography. I am proud to have been part of the evolution that has seen the change from t-squares and type shops to desktop publishing and web development and hosting.

2011 to 2013

**Bridgeton RiverFest Fine Art festival, Bridgeton, NC
Producer**

Created and produced, along with co-producer Pene diMaio, a profitable fine art festival on the banks of the Neuse River. This has been a showplace for an average of 50 artists and artisans along with food and commercial vendors and entertainment acts.

**1994 to 2010: Duke University Stores, Duke University, Durham, NC
Promotion Specialist**

My experience and talent dramatically improved the creative output of the marketing department from simple spot color ads to four-color production ads and print projects. I was instrumental in the initiative to move Duke Stores onto the internet and have continued to identify and develop new markets and communication avenues. In addition to maintaining our position as one of the nation's ten largest college marketer by volume, I was responsible for initiating the renegotiation of ad rates with the school newspaper, *The Chronicle*, resulting in a substantial annual savings.

I developed and carried through numerous new projects from conception through finishing including the, *The Duke Stores/Apple Computer Online Scavenger Hunt*, and the *DukeTech '99* technology fair. I was co-developer of *Blue Devil Delivery*, arguably the most successful direct-mail marketing programs in collegiate marketing.

1991 to 1994: The Chronicle, Duke University, Durham, NC

Production Manager

Managed a ten-person staff of student and professional employees, responsible for sizing and laying out the newspaper, ad composition and production, copy writing, camera work, illustration, proof-reading, interaction with the printer, trouble shooting and interdepartmental paperwork.

1989 to 1991: MMD, SSMP Advertising, Squadron/Signal, Publications, Carrollton, Texas

Art Director/Advertising and Production Manager

Responsible for all work done by the Art Department: the Squadron/Signal Series of books, (20+ titles per year), semiannual catalog; a yearly 64-page catalog and 20 page monthly sales fliers for the mail order division; a 128-page catalog for the Wholesale Department and various advertisements, counter aids, packaging, POP and sales related graphics for the three companies and managed five full time & two part time employees, negotiated all departmental expenditures, graded job performance, evaluated new equipment and techniques, and trafficked invoices.

My proudest achievement was the redesigning of a long standing magazine advertising campaign changing a monthly loss to a steady profit for the corporation. (5x increase in sales)

1983 to 1989: Typografiks, Houston, Texas

Sales, Corporate Communications, Manager-Color Proofing Department

Responsible for sales and customer service in corporate telecommunications, consulting with copy-writers and art directors and conducting training seminars with individuals and groups regarding interfacing word processors with the company's mainframe. Managed client billing and work flow and monitored projects to meet deadlines. While in the color proofing department, I produced full color, high comps for company and clients, designed and constructed many company exhibits for trade shows, and produced a series of print ads for promotional purposes.

1982 to 1983: Graphic Typography, Houston, Texas

General Manager

Bozell and Jacobs Advertising tasked me to create and manage a new typesetting company for CPS, a national subsidiary. Responsibilities included finding and leasing suitable office space, purchasing equipment and furnishings, hiring staff, establishing shop standards, work and maintenance schedules, sales, customer service, employee relations, proficiency reports and writing and producing all promotional materials.

REFERENCES

James F. Rigney III,

Owner/Operator Lil Rooster Organic Farms: 919.349.6617

Roland Falana,

General Manager, Office Products & Services, Duke University: 919.382.7027

William Holden,

Account Manager, Harperprints: 800.682.5948 • 919.606.5908