**Stacey Phinney** 2442 Eutaw Place Baltimore, MD 21217 410-385-0001 staceygrab@gmail.com

Over 20 years experience in directing creative service operations with expertise in print production, graphic design, photoshoots, and videography for national and international brands. Skilled in vendor relations, brand building solutions, budget management, as well as production streamlining.

**Education**

B.S., Towson State University, Art

M.A., University of Baltimore, Publication Design

**Work Experience**

Director, Creative Services   
 Laureate Education, Baltimore, MD, 2006-2015

* + - * Managed creative services in marketing department for international, higher-education company, as well as university partners
      * Managed vendor relationships, including printers, photographers, videographers,   
        free-lance designers, and design firms
      * Managed photoshoots including hiring talent, location, fees, schedules, editing, and budgets
      * Produced and edited videos for senior staff and university initiatives
      * Directed in-house creative team, creating flyers, brochures, posters, OOH,folders, logos, and web graphics
      * Art directed award-winning alumni magazine, managing budget, photoshoots, print production and schedule. Part of team that oversaw total redesign.
      * Provided leadership and mentoring to staff
      * Managed print production, print estimating and press checks for collateral
      * Worked with internal clients, vice presidents, marketing managers and directors to identify projects, establish production schedules, working within budgets and tight deadlines
      * Created, administered, and reported on 2 budgets
      * Oversaw creation and roll-out of new brand and logo for Santa Fe University of Art and Design, and new corporate division logo and branding
      * Managed the roll-out of new international corporate brand, which included creating an online storefront for ordering stationery items
      * Developed and managed digital asset management system
      * Managed brand management to ensure all marketing materials effectively communicate the company’s brand position and comply with brand standards and established business practices

Print Production Manager  
 gkv Communications, Baltimore, MD, October 2004-2006

* Managed print production for large, award-winning advertising agency,   
  including sheet fed and web offset, print on demand, merchandise imprint production, publication production, OOH, and packaging
* Maintained a highly collaborative partnership with vendors and audited vendor performance in the areas of price, suitability, quality and billing
* Worked closely with creative and account teams at the concept development stage providing production expertise
* Estimated, supervised and purchased in excess of $1,500,000 in print projects per year with some single projects approaching $300,000 in value with multiple components and deadlines
* Managed over 35 projects at any given time
* Facilitated photo shoots, organizing schedule, location, budget and talent

Creative Services Manager  
 RewardsPlus, Baltimore, MD December 1999 – October 2004

* Managed and coordinated print and web graphics for company
* Saved the company over $500,000 in printing expenses by creating templates
* Created new direct mail and e-marketing campaigns that had a 21% response rate
* Managed projects/deadlines through the graphics department
* Worked with vendors to obtain bids on printing and outside graphic services
* Managed production of collateral to meet key production and mailing/event dates
* Managed the training and skill building of new employees and managed freelancers
* Conducted seminars for staff on design and printing

**Creative Services Coordinator**

**Zurich U.S., Baltimore, MD June 1997 – December 1999**

* Designed marketing collateral such as brochures, posters and signage for international financial services company
* Facilitated weekly Production Meetings and vendor/client meetings
* Managed production of 4/C packaging, exhibit booths, and collateral to meet key production and mailing/event dates
* Worked with vendors to obtain bids on printing and outside graphic services
* Planned and managed new projects with Account Executives to develop cost effective

and creative packages that met client needs

* Went on press inspections to ensure print quality matches corporate standards
* Hired and oversaw freelancers to execute design
* Approved all vendor invoices
* Created, managed and implemented *Job Tracking* program

**Print Production Manager**

**T. Rowe Price Associates, Baltimore, MD May 1989 - June 1997**

* Purchased over $800,000 worth of printing and graphic services a year for Marketing Communications department
* Managed the initiation and project completion of 4/C direct mail packages, as well as packaging and collateral pieces for Retail and Institutional Marketing departments
* Obtained bids and issued Key Date Schedules for all jobs
* Worked with in-house design department as well as outside designers and

photographers to meet project budgets and schedules

* Went on press inspections and oversaw photo shoots
* Established new in-house advertising traffic department; created Job Tracking spreadhsheet

**Skills**

* Adobe CC: In Design, Photoshop, Illustrator; Excel, Microsoft Word, Powerpoint,