

ALLISON COSTANZO

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WORK HISTORY

Project Designer ~ Catskill Mountain Foundation, Hunter, NY ~ 2004-2010

Programs: QuarkXPress 6.5, Photoshop CS4, Illustrator CS4, Indesign CS4

- Responsible for all print material for the Foundation's Farm Market & Café, Bookstore, Movie Theater, Performing Arts Department and Art Gallery.
- Designed and layed out the 2008 Saugerties Garlic Festival magazine.
- Designed ads for the Catskill Mountain Region Guide and it's specialty publications.
- Worked with both ads sales staff and clients in designing and getting approval for ads.
- Maintained (electronic and paper) files related to ads.
- Reviewed camera-ready ads to make sure they meet all technical specifications.

Graphic Artist/Account Supervisor Surabian Advertising, Worcester, MA ~ 2001-2004

Programs: QuarkXPress 5, Photoshop 5, Illustrator 8

- Account involved layout of a 6-page grocery advertisement, with creation of four separate bases with versions.
- I had creative control over total design and look of advertisement.
- Organized contents of ad from ad plan (itemized listing of products).
- Proof-read ad myself and with manager, faxed proof to each client and then contacted them for their changes.
- Released ad to printer by sending PDF's and Screen Shots electronically.
- Completed all pertinent paperwork and billing.

CopyMax Supervisor OfficeMax, West Springfield, MA ~ 2000-2001

Programs: Pagemaker 6.5, Photoshop 5, Illustrator 8

- Provided quality customer service in CopyMax and throughout the store.
- Performed such tasks as copying (color & B&W), desktop publishing, laminating, cutting, faxing.
- Created in-house advertising signage and flyers.
- Delegated work to evening shift.
- Trained associates in CopyMax Department.
- Kept on top of all sales and updates pertaining to CopyMax Department.
- Kept track of CopyMax sales goals, many times exceeding previous months goal.
- Advised clients of specialty services including business cards, business forms, promo items & stamps.
- Kept inventory of all supplies in the CopyMax Department and ordered as necessary.

Mac Operator Deforest Associates, Wilbraham, MA ~ 1997-2000

Programs: QuarkXpress 4.1, Photoshop 3, Illustrator 8, Typestyler 2, Suitcase 3

- Promoted after only two months from tissue Layout Artist to Mac Operator.
- Quickly learned skills necessary for fast, efficient production with minimum assistance from manager.
- Composed multi-version grocery advertisements from partial layouts.
- Created custom pages from hand-written layouts.
- Created unique headers for specialized pages.
- Composed advertisements for the Showcase real estate magazine and the Springfield Journal.

Assistant to Marketing Director Patrick Thomas & Partners, Saugerties, NY ~ 1997

Programs: QuarkXpress, Photoshop, BB Edit

- Created paste-up layouts of auction ads for publications.
- Created necessary signs for display at auctions.
- Researched service providers, obtained internet access and created company website.
- Assisted during auctions by greeting clients, on auction stage, on floor and at registration/check-out.

Education

Associates Degree in Graphics/Advertising, Ulster County Community College, Stone Ridge, NY
Word Processing Degree, Berkeley Business School, White Plains, NY