

# Gail Kearney

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## Summary:

Creative, organized, efficient art director/consultant in the publishing, advertising, communications and graphic design industries, able to deliver unique solutions to client needs, resulting in company profit and customer satisfaction.

- Macintosh experience in all major publishing software. Proficient in Dreamweaver, Magento platform (CMS), Microsoft Office.
- Experienced director of photo shoots, including live talent, still product shots and room scenes. Digital photography skills for product shots.
- Copywriting for consumer ads and press releases.
- Expertise in pre-press and traditional skills.

## Experience:

### One Flight Up Design

10/94–present

Sole-ownership of graphic design firm. Projects include Direct Mail Design, Catalog Design, Book/Video Cover Design, Print Advertisements, Marketing Kit Design, Website design. Production work encompasses page composition through preparation of files for output, including hi-resolution photo retouching and manipulation.

#### *Partial client list:*

NY/NJ Trail Conference, Mahwah, NJ	VTS Travel, Inc., Mahwah, NJ
Ale Street News, Maywood, NJ	New Jersey City University, Jersey City, NJ
Friends of the High School for Environmental Studies, NYC	The Adventure Group, River Edge, NJ
Project House, Inc., Hackensack, NJ	Dowden Publishing, Montvale, NJ
Attis Publishing, Kearny, NJ	Publisher's Design Group, Allendale, NJ
New Idea Sales & Marketing, Inc. W. Nyack, NY	East Rutherford Roofing, NJ
Canfield Scientific, Inc., Fairfield, NJ	MSNBC, Secaucus, NJ
Flaghouse, Inc., Hasbrouck Heights, NJ	Leannec Publishing, Fairfield, NJ
RLA Creative, Inc., Cresskill, NJ	NBC Cable Networks, Fort Lee, NJ

### The Door Store, LLC, Secaucus, NJ

1/10–3/11

- Continued previous duties under new corporate owner. (see below)

#### In addition:

- Encouraged repeat business by creation and dispatch of monthly e-card thank-you incentive program for customers.
- Promoted sales and special offers through concept, design and production of html e-blast files for distribution to house email list.
- Established a system for timely distribution of company-wide information between corporate office and store personnel. This ensured all employees were up to date on inventory status, pricing info and all corporate communications.

### Door Store, Inc., Secaucus, NJ

6/00–12/09

#### Advertising Director

- Started-up and maintained digital advertising department with \$1 million annual budget for retail furniture chain. Responsible for all print advertising, catalogs, direct mailers, store signage and business stationery.
- Increased brand awareness through concept and design of successful weekly advertising campaigns, while bringing the advertising to a higher level of professionalism. Promoted marketing concepts through television, radio, outdoor, B to B partnerships.
- Negotiated economical agreements advantageous to the company's bottom line by fostering and maintaining friendly, professional relationships with media account execs, print vendors, photographers, and product vendors.
- Saved company over \$55,000 by assuming design, building, uploading and maintenance tasks of original company retail website and monthly e-newsletter for over seven years.
- Lead in-house e-commerce team, worked closely with chosen vendor to re-design website and add e-commerce platform that integrated with company's POS software. Supervised weekly email campaign, created artwork for home page, landing pages, and elsewhere on website.
- Eliminated external costs by administering web hosting and email accounts for entire company.
- Implemented in-house digital photography setup used for advertising, product catalog and marketing materials, which reduced outside vendor expenses.
- Eliminated production expenses through institution of digital .pdf workflow of advertising files to media outlets.
- Enabled company to accurately assess and plan media purchases by tracking monthly media expenditures.

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CNBC, Fort Lee, NJ

4/97-5/98

Freelance Art Director, Creative Services

- Conceptualized, designed and executed consumer and trade ads, affiliate and ad trade marketing support material, promotional items, corporate collateral material and presentation support graphics promoting brand recognition.
- Supervise freelance artists, maintain relationships with project managers, writers, internal clients and external vendors. Responsible for all pre-press requirements, attended press checks to maintain quality standards.
- Maintained department hardware and software, eliminated need for outside support.

Medical Economics Publishing, Montvale, NJ

6/92-8/94

Assistant Art Director, Art Department

- Managed and streamlined the production process for all demographic versions of flagship magazine; resulted in reduced per-page costs of 50% when moved to digital workflow.
- Designed and executed reprints and special projects for the Company's 14 publications, supporting a \$2 million profit within two years of department startup.
- Trained and educated co-workers on Macintosh software programs.

Paulist Press, Mahwah, NJ

DynaGrafik Design Studios, Inc., Monsey, NY

1988-1992

Joel Mitnick Design, Inc., Englewood, NJ

Comprehensive Video Supply Corp., Northvale, NJ

- Supervised operations of art department, managed staff of artists and transitioned art department from traditional to desktop publishing format.
- Assisted in all stages from design concept through completion on a variety of communication graphics including corporate logos, brochures, posters, retail store signage, promotional graphics and newspaper, magazine, television, direct mail advertisements.

#### Education:

School of Visual Arts, New York, New York

Rockland Community College, Monsey, New York

B.F.A. Graphic Design

A.A.S. Advertising-Graphic Arts & Advertising Technology

Member: Phi Sigma Omicron; Dean's Honor List, Four semesters

#### Awards & Publications:

- 2009 *Trails and Waves*, Appalachian Mountain Club, New York – North Jersey Chapter newsletter; "A Good Hike for a Good Cause", article by Gail Kearney.
- 2008 *Sierra* magazine; displayed photo "Hiking in the Dolomites".
- 2007 *amcoutdoors* magazine, published photo "White Mountains of NH".
- 2007 *PARADE* Publications; photo titled "What's Up Dock" featured in online gallery.
- 2006 *NY Daily News*; "Door Store's Scarsdale Location Takes Off!" article by Gail Kearney.
- 2004 American Graphic Design Award; for excellence in communication and graphic design by Graphic Design usa. Gallery Opening Announcement and show brochure; One Flight Up Design.
- 1999 *ASPCA Animal Watch* magazine, essay by Gail Kearney.
- 1997 Association of Graphic Communications; Awarded Certificate of Achievement for CNBC Affiliate Marketing Kit; CNBC.