

# Marci Byler

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I currently hold a Prepress Manager position for one of the nation's premier printers of secondary packaging dedicated to the healthcare industry. I have successfully owned and operated a web and graphic design company as well as designed, published and printed a regional ad publication. I am proficient in Adobe CS5 applications for Mac and PC, including InDesign, Illustrator, Photoshop, Dreamweaver, Fireworks, Flash, and Acrobat Professional. My work history has given me experience in Management, Team Leadership, Creative Design, Marketing and Sales.

With strong leadership skills, a sharp eye for detail and experience working under extreme pressure, I can be an integral part of your company.

Thank you for your time and consideration. I look forward to hearing from you.

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## Summary

Graphic and web designer with over 10 years of experience in print and web. Strong leadership and project management skills. Specializing in the development of creative and marketable high-end design concepts from start to finish. Comprehensive knowledge of graphic design principles, photography, typography and color. Innovative and dedicated, with the ability to be an effective team leader. Sharp eye for detail and ability to work under extreme pressure and time sensitive deadlines.

- Graphic/Web Design
- Professional Ad, Label, and Packaging Design
- Image/Brand Development
- Flash Animation
- Digital Photography
- PowerPoint Presentations
- Professional Email Marketing
- Search Engine Friendly Web Page Layout and Design

## Professional Experience

### Platinum Press, Inc.

2011-Present

*Prepress Manager*

- Manage graphic artists and make-ready of artwork for press production
- Major departmental overhaul and reorganization including specific procedures, workflow and overall management.
- Printing types include: Flexographic, Offset
- Services are specific to the healthcare and pharmaceutical industry.

### Inovar Packaging Group

2007-2011

*Prepress Manager*

- Manage graphic artists and make-ready of artwork for press production
- Printing types include: Flexographic, Digital, Offset, Screen
- Web design and management of multiple company websites and ecommerce sites. Ecommerce revenues exceeding \$750,000.00 annually.
- Custom graphic design for commercial product labels, marketing pieces, logo and branding
- Digital photography for use in ads, labels, brochures and product catalogs

### BylerHawk LLC d.b.a. 10twenty8 Web Design

2000-Present

*Owner/Operator*

- Web design and development
- Online and offline graphic design
- Corporate branding including logo design, letterhead, and business cards
- Manage projects from concept to final production
- Overall business experience including sales/marketing, customer service, accounts receivable/payable, collections, payroll
- Flash animation and Interactive PDF design

## **DFW South Kid's Directory**

**2004-2007**

*Owner, Designer and Publisher of printed ad publication*

- Built publication from a start-up to profitability
- Led company in graphics, ad design and layout
- Outsourced for print and publication
- Sales, marketing, distribution and overall management

## **American Airlines**

**1995-2007**

*Manager Production Control – Maintenance & Engineering (2002-2007)*

- Administrated overnight aircraft maintenance workload for the DFW HUB based on manning and necessary scheduled maintenance
- Position required excellent organization and communication skills and the ability to delegate workload appropriately
- Redesigned and maintained 6 departmental websites for cities all over the country: Dallas, Miami, San Francisco, Los Angeles

*Tower Operations Manager (1999-2002)*

- Planned, coordinated and controlled all ramp activity including aircraft gate planning/parking, aircraft traffic control and aircraft routing
- Facilitated open lines of communication with all tower employees, ground level department personnel and all levels of management to maintain a timely and safe airline operation
- Position required the ability to work closely in a team environment and multi-task heavily while operating in a high- stress, time and deadline oriented environment

*Passenger Service Lead Gate Agent (1994-1999)*

- Team Leader responsible for the coordination/staffing of gate and transportation personnel, overseeing daily gate functions, and passenger complaint resolution.

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## **Skills**

**Computer Software:** (PC and Mac Environments)

- Illustrator CS5
- Photoshop CS5
- InDesign CS5
- Flash CS5
- Dreamweaver CS5
- Acrobat 9 Professional
- Constant Contact Email Marketing Service
- Office Pro 2011 (Word, Excel, Outlook, PowerPoint and Publisher)
- Esko Prepress Workflow Software
- SCREEN Trueflow Workflow Software
- QuickBooks Pro/QuickBooks Customer Manager

**Web Design & Development:**

- Extensive SEO Practices
- Daily use of Google Adwords, Adsense, Analytics
- Custom HTML email template design for use with professional email campaigns
- Languages: HTML, CSS, XML, CGI, PHP, ASP, JavaScript, Flash ActionScript (beginner to expert levels depending on the language ~ please inquire)
- Databases: MySQL, MSSQL
- Extensive knowledge of server-side applications & control panels to administrate websites, email accounts, databases, etc.

## **Education and Training**

Tarrant County College

10 Week Leadership Training Course

## **Portfolio**

[www.marcibylar.com](http://www.marcibylar.com)