

# Jacob Livshultz

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## DESIGNER AND MARKETING MANAGER

Experienced with on-line and print marketing, with emphasis on quality execution and cost savings.

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### SUMMARY

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**Experienced and Versatile Designer** with a clean and concise style.

**Results-driven Marketing Manager** accustomed to working in fast-paced, time-sensitive positions with a demonstrated ability to multi-task and meet stringent deadlines.

#### CORE COMPETENCIES:

- Adobe Creative Suite, Quark
  - Web design, Dreamweaver, HTML/CSS
  - Film and Still Photography Production
  - Copywriting/Copyediting
  - Direct Mail and Insert Card Production
  - Business To Consumer Marketing
  - Branding and Logo Design
  - Advertising & Catalog Layout and Design
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### EMPLOYMENT HISTORY

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DVINE LTD, New York, NY 2009  
**Designer (Freelance)**

- Conceive and design marketing materials for holistic product line, including catalogs, apparel and web pages.

BRANT PUBLICATIONS, New York, NY 2008 – 2009  
**Circulation Marketing Manager**

- Supervised and managed all direct-to-publisher subscriber retention and acquisition programs for *Interview*, *Art in America*, and *The Magazine Antiques*. Focused on maximizing the profitability, efficiency and aesthetic presentation at all points of contact with newsstand readers and subscribers.
- Wrote, designed and produced materials for on-line, direct mail, insert card, and renewal campaigns consisting of advertisements, direct mail packages, cards, envelopes, letters, posters and forms.
- Managed relations with printers, letter-shops, list managers, newsstand vendors, and subscription agents.

ARTIFEX PRODUCTIONS, New York, NY 2007  
**Assistant Production Coordinator (Freelance)**

- Assisted with bookkeeping and advertising production for boutique photo agency.

LTB MEDIA, New York, NY 2007  
**Consumer Marketing Director**

- Managed the circulation and distribution programs of five print titles: *Art & Auction*, *Modern Painters*, *Culture & Travel*, *Museums*, *Gallery Guide*.
  - Coordinated marketing and promotion strategy of *Artinfo.com*.
  - Produced and printed insert cards for the US and UK market. Designed and wrote renewal letters and house ads for various on-line and direct marketing promotions for controlled, paid, and bulk distributed titles.
  - Wrote print orders and provided the publisher with budget, profitability, and circulation analysis reports. Consulted on printer negotiations, production schedules, promotion strategy, and media kit design.
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- BRANT PUBLICATIONS, New York, NY 1999 – 2007  
**Marketing Manager, Billing and Renewal**
- Managed all subscriber retention, billing and gift programs for *Interview*, *Art in America*, and *The Magazine Antiques*.
  - Primary duties consisted of devising mailing strategies, letter-shop schedules, print programs, manufacturing instructions, circulation modeling, production reports, list management, budgeting, copy-editing and design.
- SUCCESS MAGAZINE, New York, NY 1997– 1999  
**Marketing Manager**
- Supervised the print order, insert card production and marketing reports.
- LINCOLN TERRACE ART GALLERY, Skokie, IL 1997 – 2003  
**Designer and PR Copywriter**
- Wrote, edited, and produced press releases and other marketing materials for gallery.
- PAINE WEBBER, New York, NY 1995 – 1997  
**Bond Trading Assistant**
- Facilitated sales and purchases of international high-yield bonds.
- BNN, New York, NY 1994 – 1995  
**Television Production Assistant**
- Conducted pre-interviews of subjects and set up camera on short-segment stories for a Canadian business news network.

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## EDUCATION AND PROFESSIONAL DEVELOPMENT

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- MEDIA BISTRO, New York, NY 2008  
**Copy Editing Essentials**
- ART STUDENTS LEAGUE, New York, NY 1996 – 1997  
**Painting**
- NEW YORK STUDIO SCHOOL, New York, NY 1995 – 1996  
**Painting**
- NYU, New York, NY 1992 – 1994  
**Bachelor of Fine Arts, Film and Television Production**, Secondary major in History
- WASHINGTON UNIVERSITY, St. Louis, MO 1990 – 1992  
**Classics, Film Studies, and History**

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## SKILLS

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- Superior drawing and freehand rendering ability in most media.
- Familiarity with field and studio photography, darkroom techniques, and film production.
- Fluent in Russian, and some ability in French.