

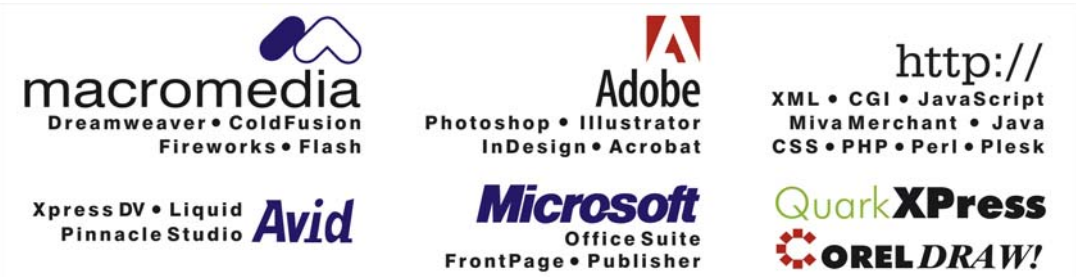
J. Michael Peck

3250 South Newcombe Street, #8205, Lakewood, Colorado 80227-6705
720.963.0555 • michael@jmichaelpeck.com • www.jmichaelpeck.com

CREATIVE TALENT

- Marketing & Communications
- Website Development
- Business Development
- Graphic Design
- 4 Color, Spot, 4CN High End Printing
- Animation
- Instructional Design
- Online Marketing
- Prepress
- Video Editing
- Proposal Writing
- VDP & Broadcast Email

TECHNICAL SKILLS



EMPLOYMENT HISTORY

Dwarf Mountain Digital Marketing Specialist

'99 to present

- Contract developer and marketing consultant for InstructionalVideoUSA.com, the premier provider of educational videos for K-12, home school and higher learning institutions; increased sales several hundred percent within three years. Developed print marketing materials and website; fostered additional distributor relationships, created DVD authoring templates with AVID NLE products; provided instructional design and remastering of VHS analog properties into interactive DVD and other digital formats for online distribution.
- Created top of mind presence with a whimsical fantasy themed design concept including various print collateral in support of marketing activities. Developed and launched AbracadabraDMC website allowing the startup to achieve local market dominance among destination management companies.
- Developed marketing program for Dynamic Corporate Travel Solutions including DCTS.BIZ web property with client booking tools, online marketing database via Salesforce.com and campaign materials for mail, HTML email and "boots on the ground." Increased annual sales by 50% the first year.
- Provided variable data printing products integrated into collaterals for clients from various marketing database systems such as Deltek®, Salesforce.com® and ACT®. Provided broadcast email capabilities driven by client databases.
- Proposal writer to assist clients responding to RFPs and subsequent presentations to assure successful prospect close.
- Contract development high end print collaterals for Pinkard Construction Company and related website (Pinkardcc.com) emphasizing their extensive portfolio. A direct result is scheduled projects marginally exceed projected capacity for a 48 month planning horizon.
- Developed DwarfMountain.com online retail store from concept to business plan to implementation. Property featured online shopping cart development with Miva Merchant including merchant account payment processing. Created very profitable business for client.
- Contract marketing consultant (print & web) for **The Creative Group®** and **Robert Half Technology®**.

Lietz Development (Edu-Tech, Data-Tech) Graphics Instructor / Web Designer / Business Development

'98 - '99

- Developed and published hard-copy course catalog circulated to corporate clients. Partner advertising contained within provided revenue to cover the cost of printing and distribution.
- Instructional design and development of "Introduction to Web Design" curriculum and materials as a prerequisite to FrontPage, Dreamweaver and other web design classes.
- Trained adult learners in a classroom based setting for many popular software packages including: Windows, Word, PowerPoint, Photoshop, PageMaker, Quark and CorelDraw. Course content ranged from beginner to very advanced topics.
- Designed and published the unclassified version of "United States Special Operations Command History" (McDill AFB) as a contract project. This was a high visibility product that chronicled the formation of the joint command through to end of the current year.
- Developed the very successful "Class Pass" and "Corporate Pass" volume purchase plans to increase sales of core programs and a "Graphics Pass" for fast track access to full color print publishing.
- Coordinated several tradeshow events from setup to tear down. Participated with other instructors during events to demonstrate 'how to do that to visitors' in a "gentle and friendly" sales pitch for courses.

**EMPLOYMENT
HISTORY
CONTINUED**

Dimensions Prepress

'97 - '98

Prepress Technician

- Prepared client files for output to film in a Mac/PC prepress venue. Typical operator skills included color trapping, color correction, silhouette, and special instructions from the client. Principle software utilized: Quark Xpress, Photoshop, Illustrator, PageMaker, Freehand and CorelDraw.
- Performed challenging cross-platform, PC to Mac "miracles" from client's submitting Microsoft Office documents to Quark, obtained goals of providing 4 color output to film.
- Maintained imagesetters and proofing systems with consumables during shift while monitoring, adjusting and replenishment of wet chemistry reagents.
- Produced contact mechanicals, manual table stripping and manual proofing as shift & work load requirements demanded.
- Managed corporate Internet presence and coordinated web related activities for customer support of incoming files & secure work-product distribution worldwide.

Trader Publishing Company

'94 - '97

Production Artist

- Furnished graphic arts and pre-press production to in-house clients in a Mac environment. Utilized Quark, Illustrator and Photoshop to create effective advertising devices, display advertising in magazines and commercial printing.
- Provided new employee orientation, training and support services for new Mac operators and scanning personnel.
- Developed and tested procedures for custom client server publishing system that became the foundation of AutoTrader.com.
- Managed Display Production System & staff of 30 graphic artists; meeting demanding deadlines for over 60 weekly publications.

TampaCAD

'90 - '94

Co-Owner / Technical Consultant / Marketing

- Sold, installed and supported various PC based systems, advanced graphic hardware and software applications. Emphasis on sales and support of AutoCAD end users and related third party applications.
- Manufacturers' representative for Xerox Engineering product line of large format copiers, plotters and related consumables.
- Provided phone support and on-site repair service for all types of plotters.
- Trained clients to prepare full color, integrated compound documents for output to imagesetters and plotters for successful presentations.
- Developed custom AutoCAD tablet menu systems for clients. Many advanced automated functions were included to solve unique problems specific to the Architectural and Engineering design community.

A/E Datamasters, Inc.

'85 - '89

Systems Analyst / Marketing Coordinator

- Marketed turnkey AutoCAD solutions to architectural, engineering, manufacturing firms and governmental entities throughout the State of Florida.
- Developed the very successful "CAD in a Box" concept to put high performance PC based AutoCAD workstations on client desktops at very affordable prices.
- Developed custom software and cost effective networking solutions to meet the individual needs of architectural and engineering clients.
- Managed business development activities for AutoCAD sales, generation of leads, represented AutoDesk at regional tradeshow and conducted prospect seminars.
- Provided client fulfillment for new sales and on going support services for systems hardware and software to guarantee complete satisfaction.

EDUCATION

University of South Florida

Tampa, Florida

Bachelor of Arts — Business Administration