

David Camp

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OBJECTIVE

Full-time permanent position requiring a wide range of graphic design and editorial skills

SUMMARY OF QUALIFICATIONS

- 25 years of graphic design experience including website design and coding; print and HTML newsletters; publications and magazines; advertisements, flyers and posters; CD and DVD packaging.
- Excellent writing, editing and proofreading skills.
- Organized, patient, detail-oriented, obsessive.
- Proficient in Adobe Creative Suite 4, Microsoft Office, QuickBooks Pro, plus standards-compliant (X)HTML and CSS.
- Adept at problem-solving and structuring effective work-flow systems.
- Experience directing freelancers and independent contractors including copywriters, photographers, illustrators; and print, prepress and mailing service providers.
- Created budget projections for specific projects and managed bookkeeping for two businesses.
- Initiated and formed strategic partnerships to enhance organizational success.
- Generated educational materials that instruct effectively through elements of design and language.
- Built and developed brand awareness for numerous businesses through logo creation, public relations materials, frequent communications and advertising campaigns.
- Able to instruct and lead students or staff.

POSITIONS HELD

Communications Specialist, Glass Alliance – New Mexico (part-time, 2009 – present)

- Generate original content and edit provided content for biweekly newsletter.
- Design and code newsletter in HTML.
- Maintain member database.
- Edit and design additional periodic communications.

Co-Owner / Operations and Marketing Director, Lauren Camp Creative (2000 – present)

- Designed and built three websites to market the artist, including two sites about specific bodies of work that were being marketed as solo museum exhibits.
- Produced two targeted monthly newsletters with HTML formatting (readership: approx. 750 and 200), from 2004 through 2009.
- Produced a video DVD to market a solo exhibit to museums.
- Write, design and produce brochures, press releases, special events invitations.
- Design and distribute mailings to media and arts organizations around the U.S.
- Manage bookkeeping, budgets, contracts and billing.
- Booked and coordinated shipping of solo exhibit to museums in ten cities (2004 – 2007).
- Formed partnerships with nonprofit art center and patrons to solicit financial support for exhibit
- Created student study guide for museum exhibit.
- Prepared and conducted marketing workshops for artists and publishing workshops for writers.

Print Advertising Director, KSFR 101.1FM, Santa Fe Public Radio (part-time, 2007 – 2008)

- Wrote and designed newspaper advertising campaigns on a bi-weekly schedule.
- Produced camera-ready artwork on deadline.

Technical Writer, Rural Community Assistance Corporation (part-time, 2004 – 2005)

- Produced educational, technical and training materials to provide a clear understanding of complex topics for board members serving rural community water systems throughout the state.

□ **Owner / Principal**, NewslettersNOW (1997 – 2000)

- Provided newsletter production services for various organizations (full-service operation: writing, editing, publication design, layout, proofreading, prepress, printing and mailing).
- Made client presentations, bid on projects and wrote contracts.
- Assigned and contracted with freelance writers, photographers and illustrators.
- Managed long-term planning, scheduling and setting deadlines for multiple projects.

Freelance Writer (1994 – 1997)

- Articles published in *Mother Earth News*, *Fine Woodworking*, *Woodshop News* and others.

Editorial Director, EGW Publishing Company, Concord, CA (1991 – 1994)

- Supervised a staff of 17 in the production of six consumer magazines.
- Developed new publications and established editorial guidelines.

Editor, *Veggie Life*, EGW Publishing Company (1992 – 1994)

- Conceived editorial concept, researched the market, designed the publication, and produced the first eight issues.

Editor, *Popular Woodworking*, EGW Publishing Company (1985 – 1992)

- Successfully transformed a regional publication for woodworking businesses with a readership of 27,000 into a national magazine for woodworking hobbyists – creating an editorial product that would help grow the subscriber base to 275,000 and increase ad pages 620 percent.

COMMUNITY-BASED ACTIVITIES

Member, *La Cienega Community Plan / Ordinance Review Committee* (2007 - present)

- Work with a 12-member panel of fellow residents to review and amend Santa Fe County ordinance affecting zoning and land use.
- Present a vision for the future and suggest corresponding ordinance changes to the community-at-large for approval.

Founding Board Member, *Southwest Jazz Orchestra* Santa Fe, NM (2004 – 2005)

- Helped develop vision and mission statements.
- Assisted with preparation of documents filed for nonprofit status.
- Engaged in marketing and fundraising activities.

Alternate Board Member, *La Cienega Mutual Domestic Water Association* (2002 – 2004)

- Participated in matters of policy regarding providing water service to members.
- Responsible for editing “Amended Articles of Incorporation” and “Restated Bylaws,” both of which were adopted in September 2004.

EDUCATION

Santa Fe Community College, Media Arts Program (ongoing)

UC Berkeley Graduate School of Journalism, Coursework in Magazine Management (1992)

REFERENCES

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