

Tom Eidukonis

Art Direction | Graphic Design | Branding | Web Design | Marketing

Contact

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Professional Experience

Merestone

2015–2020 Director of Creative Services

- Meet with clients, sales staff and management
- Lead brainstorming sessions with creative team
- Develop creative proposals
- Supervise and direct creative team
- Manage creative team hours to stay within budget
- Oversee daily creative production tasks
- Troubleshoot issues that could slow down the process
- Ensure projects adhere to client brand standards
- Create processes to improve efficiency and cut costs
- Present to clients and coordinate project approval

2012–2015 Graphic Artist / Web Designer

- Design signage and environmental graphics for client events
- Conceptualize and design for client marketing campaigns
- Maintain and optimize company website

Morgan Drexen

2011–2012 Graphic Artist / Web Designer

- Produce internal and external marketing communications, including company newsletter, attorney websites and logos
- Manage content for company intranet and transition site to Wordpress to allow multiple departments editing privileges
- Implement web standards to improve website performance

NEi Software

2009–2011 Marketing Manager

- Develop visual identity for all marketing materials
- Maintain and develop company website
- Produce and distribute email campaigns
- Create online and print advertising
- Supervise marketing interns and contract workers

MSC.Software / Contiki / ELA Advertising

2007–2009 Freelance Graphic Artist

Graves Advertising

2006–2007 Graphic Designer

AspenMedia

2005–2006 Graphic Designer

Studio 949

2004–2005 Senior Designer

Bertone Advertising

2002–2003 Graphic Artist

David's Bridal / Studio 949 / Jensen Design

2001–2002 Freelance Graphic Artist

Skills

Management

- Project management
- Team management
- Creative direction
- Quality control

Graphic Design

- Photoshop
- Illustrator
- InDesign
- Acrobat

Web Design

- Dreamweaver
- HTML
- CSS
- Wordpress

Marketing

- Email marketing
- Copy editing
- Google AdWords
- SEO

General

- Microsoft Office

Education

Kutztown University

Bachelor of Fine Arts

Major: Communication Design
Concentration: Graphic Design
Magna Cum Laude

Honors

Community Service

- Certificate of Congressional Recognition for service to the community
- California Legislature Assembly Certificate of Recognition for commitment to homeless youth

Scholastic Achievement

- Karen Anderson Memorial Award
- Helen S. Noonan Memorial Award
- George B. Hancher Memorial Award