



■ JASON PETEFISH

■ 3689 S. Leawood Avenue
Springfield, MD 65807

■ Cell: (417) 234:9468

■ Studio: (417) 887:5868

■ Email: jason@bigcity.bz

■ Portfolio: www.bigcity.bz

■ SUMMARY

- Full-time Graphic Designer Freelancer for 15 years
- Performed design and production services on 1,000 client projects coast to coast
- Creatively motivated, visionary, project-minded & result-oriented
- Total Quality Management workflow process training
- Advanced organizational and presentation skills
- Proficiency in current graphic design software
- Genuine commitment to quality, speedy delivery, and accuracy
- High level of business and personal integrity
- High level of client services experience

■ CAREER

Big City Creative, Inc.
Owner, Graphic Design Services
1994 to present

- Serving various industries including traditional marketers and direct marketers, through concept development and design execution
- Projects include direct mail design, advertising, print design, web design, corporate identity
- First client Pepsi-Cola, Somers, New York
- **Online portfolio: bigcity.bz**

■ CAREER

Kraft General Goods, Div.
Philip Morris Companies
Gevalia Kaffe Import Service
White Plains, NY
1993-1994

- Acquisition Team and Marketing Analyst for continuity club mail order gourmet coffee business
- Reported to MIS Director
- Analyze and report continuity volume activity compared to projected database forecast
- Internal information services vendor to marketing department
- Provide media acquisition recommendations
- Utilized TQM (Total Quality Management) in daily operations

■ CAREER

Direct Marketing Industry
New York City Metro Area
1984-1993

- Various professional sales positions in direct marketing including consumer database marketing, mailing list brokerage and management for companies including Donnelley Marketing, MetroMail Corp., and Venture Communications
- Served direct marketing industry B-to-B and B-to-C clients from list brokers, list managers, advertisers, catalogers and other companies utilizing direct marketing advertising

■ BASIC BELIEFS

- Do what you love, love what you do
- Be passionate about both personal and business growth
- Don't lead unless you're ready to follow and serve
- Take time to celebrate success, and failure
- Aspire to greatness, be patient about the process
- Be willing to serve others' needs before mine
- Embrace positive change

■ EDUCATION

- 1975-76 Classical Piano Performance Studies
Southwest Missouri State University
- 1995 Piano Studies
Juilliard School Evening Division, New York
- 1997 Graphic Design Studies
School of Visual Arts, New York

References furnished upon request