

Sal Betts

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PROFILE

Dynamic **Creative & Marketing Director** with a **10 year successful track record** in the creation of diverse design experiences. **Professional and creative strengths** include a customer centric mindset, strategic thinking and the ability to develop and embrace new vision. **Visionary and creative thinker** who is able to lead, inspire and motivate team members in the creation of new idea generation.

SOFTWARE PROFICIENCY & SKILLS

OPERATING SYSTEMS:

Windows XP/Vista, Mac OS X

PRODUCTION APPS:

QuarkXpress, InDesign, Photoshop, Illustrator, Dreamweaver, Flash, Acrobat Pro, Microsoft Office (Word, Excel, Powerpoint), DTI CMS Systems

DIGITAL IMAGING:

Proficient in digital photography, photo retouching and video editing.

WEB DESIGN:

Fluent in (x)HTML, Cascading Style Sheets (CSS), PHP

EDUCATION

- **THE CITY COLLEGE OF NEW YORK**
Bachelor of Arts in Electronic Design and Multimedia (Photography Minor)
- **BOROUGH OF MANHATTAN COMMUNITY COLLEGE**
Associate Degree in Business Management
- **DTI CMS TRAINING**
- **ADVANCE ADOBE INDESIGN TRAINING**

REFERENCES AVAILABLE UPON REQUEST

EXPERIENCE

ODYSSEY MEDIA COMPANY / Englewood Cliffs, NJ / 2007-Present

Creative Director

Manage and oversee the creative development and production of advertising, marketing materials and a quarterly travel magazine *Odyssey Couleur*. Retain talent for illustration, photography and editorial assignments in line with creative strategy. Design feature sections, special sections for the magazine. Traveled on location to manage and art direct all cover shoots. Create the design and look of the annual company business conference *Odyssey Network*.

K&S MEDIA, INC. / New York, NY / 2006-Present

Principal & Creative Director

Principal owner and operator of a design and photography studio. Integrate creative ideas with innovative images to produce design products for a diverse range of customers and mediums. Some of the clients include Accuvue, The National Urban League and New Jersey Tourism.

SOURCE MEDIA / New York, NY / 2005 - 2007

Art Director (promoted from Freelancer and Associate Art Director)

Worked on several print and online promotional projects for large Business-to-Business company. Redesigned more than 4 publications, trained and tutored freelancers and incoming hires. Created promotional HTML email blast and inhouse ads for the marketing department. Directed more than 20 photo shoots and regularly commissioned original illustrations. Worked on more than 10 publications geared toward financial services and related technology markets.

DELTA CHILDREN'S PRODUCTS / New York, NY / 2005

Freelance Designer

Designed children's furniture packaging, instructional sheets and marketing print ads. Updated the company website and coordinated the redesign.

BLACK ISSUES BOOK REVIEW MAGAZINE / New York, NY / 2004 - 2006

Freelance Designer

Freelanced for two years working on page design of special sections and feature stories. Redesigned the logo and the departments of the magazine. Designed special projects such as newsletters, brochures and supplements. Created advertising, marketing, promotional and sales materials for print and web.

ODYSSEY COULEUR MAGAZINE / Newark, NJ / 2003 - 2005

Assistant Art Director & Production Assistant (promoted from Designer)

Redesigned and created the Quark templates for the magazine. Assisted with photography, illustration assignments. Coordinated the workflow between the art department and prepress. Setup all the pages and advertising for the printer.

HARLEM CHILDREN'S ZONE / New York, NY / 1995 - 2003

Computer Activity Specialist / Webmaster / Art Director (Promoted Several Times)

Designed brochures, media kits, flyers and created the first company website. Designed and managed a quarterly youth newspaper *Harlem Overheard*. Created the first graphic design, web design and internet training program for adults and youth. Fluent in digital video, created the digital video editing lab after raising more than \$30,000 in grants.