

James P Rainey
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COVER LETTER

Art Director, Marketing Director, Photographer & Print Consultant

Thank you for taking the time to consider my resume.

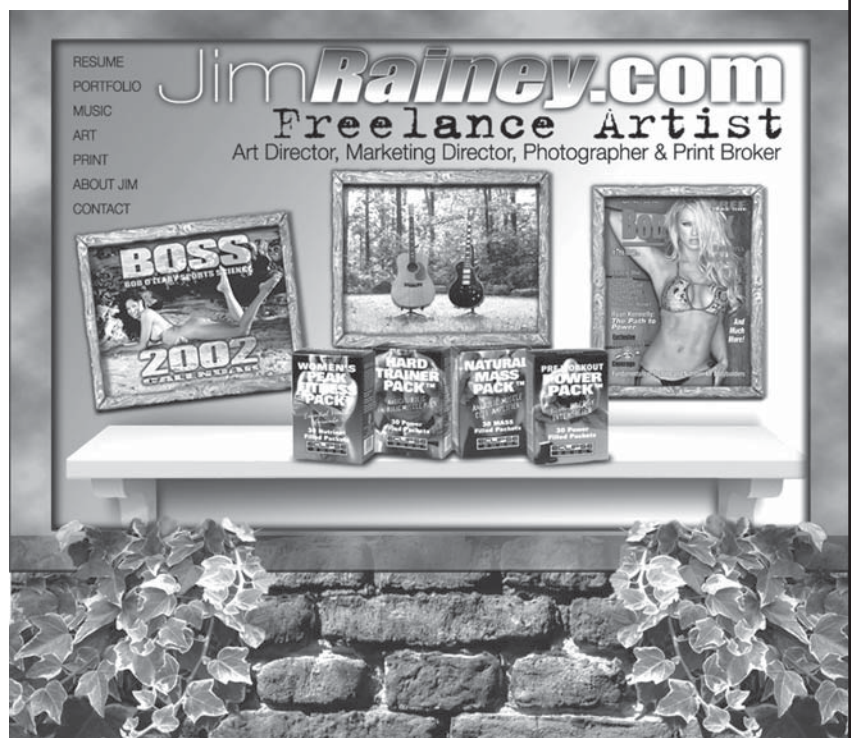
As an Art Director I have many years of experience bringing new products and brands to market by creating packaging, designing advertisements and planning and negotiating national media buys. I've also helped re-establish the BOSS (Bob O'Leary Sports Science - now USA Sports) and the Eclipse Sport Supplements corporate identity as well as taking the lead establishing the Muscle Foods (Muscle Sandwich) and Body-Fx brands with effective package design and national advertising.

Having worked for a printer for 11 years, I have extensive knowledge of the printing process and calculating the best way to print a project at the lowest possible price. My time at BOSS allowed me to work with a variety of printers.

I am proficient on a Mac and helped Penn Creative Litho set up their Desktop Publishing system when I was there. Some of the programs I use are: PhotoShop, Illustrator, Free-Hand, PageMaker, InDesign, Acrobat, DreamWeaver, FireWorks, Flash and more. I've worked PC programs such as Word and Excel, but not very often.

Creativity is one of my hallmarks. I am also a musician as well as an artist. Some of my work can be seen at: www.JimRainey.com.

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RESUME

Freelance Artist

October 1987 to present

- Offering 24 years of experience ranging from logo design to complete corporate identity. I work with wide network of printers in the Northeast PA area and nationally to provide high quality, low cost printing. I also have extensive sales experience and have established a network of professionals in the booming sport supplements industry.

Marketing Manager/Art Director BOSS - USA Sports

October 1998 to April 2011

- Oversaw the BOSS (a wholesale distributor of sports nutrition products) retail and wholesale catalogs growth from an annual publications with approximately \$70,000 in vendor ad sales to a quarterly mailing with over \$240,000 in ad sales - paid in product which is in turn sold at full wholesale. The quarterly format makes the publication more relevant in the 3rd & 4th quarter and helps drive sales in what previously was a slow sales period. By establishing close working relationships with many of the top supplements companies that we carry, I can effectively pay for catalogs and mailing with ad sales. Responsible for production of both catalogs and coordinating with printers and mailers.
- Had a key roll in the Grand Opening of the BOSS Nutrition Center, a retail outlet built in our warehouse. I was responsible for all newspaper, radio and TV advertising - negotiating the pricing, writing the ads and setting up live remotes with 3 different radio stations. I designed and bought all the signage for the store.
- Art Director/Editor of BodyTalk magazine. Upgraded it from a 2-color BOSS newsletter to a full color fitness magazine to help promote Eclipse and other private brands to the BOSS customer base of stores and gyms. Responsible for overall production: working with fitness professionals and models for magazine content, editing, layout, design and coordinating with pre-press and printers. BodyTalk significantly reduced Eclipse advertising cost and is mailed quarterly and paid for by the Retail Catalog ad sales.
- Produce and buy national advertising for BOSS, Eclipse Sport Supplements, Body-Fx, Muscle Foods and any other BOSS private lines.
- Webmaster and web designer for EclipseCEC.com, Ab-Fx.com and MuscleSandwich.com. Facilitated our web presence by evaluating, purchasing and learning programs such as Dreamweaver, Fireworks & Flash. Also have extensive experience with pre-press and desktop publishing softwares such as PhotoShop, Illustrator, FreeHand, PageMaker, Quark, Acrobat and many more.

- Established a Macintosh desktop publishing system so that all ad materials, sell sheets, posters and catalogs could be produced by myself in-house. With my extensive printing experience, I work closely with printers to get the best pricing for each project.
- Redesigned the BOSS and Eclipse brand by upgrading logos and packaging. Responsible for all new labeling and working closely with manufactures for best pricing and on-time delivery.
- Coordinating BOSS/Eclipse trade show appearances, such as the Arnold Schwarzenegger Fitness Expo, Olympia Expo and the Fit Expo. Responsible for our overall look and appearance as well as arranging for hotels, hiring and managing booth personnel, creating eye catching graphics and overseeing the set up of our booths.
- Initiated the BOSS Fitness Divas calendar, working with some of the best known fitness models in the industry. Shipped annually to the BOSS customer base, I produce it in-house and pay for it by selling ads to BOSS vendors.
- Helped succssfully launch the Muscle Sandwich and Body-Fx lines by producing unique packaging, creative ads and web and print graphics well before the actual products were avialable to photograph so items could be pre-sold.

Penn Creative Litho May 1987 to October 1998

A Printing & Graphic Design Firm

Associate Art Director

- Responsible for all aspects of job from start to finish including meeting with client and producing the design, layout, mechanicals and illustrations needed as well as coordinating jobs with pre-press, press, binding and shipping departments.
- Responsible for ordering, and approving work by outside vendors including photographers, color separators and free-lance artists.
- Extensive design experience ranging from 1-color & 4-color logo work to full color brochures, catalogs, viewbooks, magazine ads, posters and much more.
- Maintained a series of accounts, assisting them in produce ad copy and plan marketing strategies.

Oak, Inc. September 1983 to May 1987

Oak Inc. Owned a Seires of Stores under the Scranton Fabrics/Golden Value Name

Assistant Director of Advertising

- Assisted Director of Advertising with budgeting, promotions and all advertising for seven retail stores and a wholesale division.
- Responsible for design and layout of newspaper ads, brochures, catalogs, magazine ads & logos.

Education

Luzerne County Community College, Naticoke, PA

Associate Degree, Commercial Art

University Of Scranton, Scranton, PA

1- year of Business Administration

JimRainey.com