

ANTHONY SOARES 8463 SW 137th ST MIAMI, FL. 33158

(305) 969-8889 • infolinkmiami.com

Education

B.A. in Fine Arts 1994
University of Miami • Coral Gables, Fl.
Major: Graphic Design
Minor: Biological Sciences

A.A. in Liberal Arts 1992
Broward Community College • Fort Lauderdale, Fl.
Major: Computer Graphics
Minor: Humanities

Recent Experience (Full time employment)

Model Expo (Hobby kit and tool retailer) • Hollywood, Fl. 2008 - Present
Creative Director

As lead creative at this small company I work directly with the C.E.O and Marketing Director to plan and implement sales initiatives for web, print and direct mail channels.

Some notable accomplishments:

- Complete overhaul of retail website modelexpo-online.com including SEO, banner ad and e-mail marketing campaigns.
- Redesign of all mail order catalogs along with new mailing strategies and the implimentation of post card offers.
- Itroduction of video and social media elements to the overall mix of marketing media.

The Score Group (Publishing) • Miami, Fl. 2001 - 2008
Art Director/Creative Director/Senior Creative

My experience at the Score Group can best be related by breaking it down into three different titles I held during my time there.

1. Art Director 2001 - 2003 (Highlight - Rapid assent in workload and responsibility)

Starting with collateral I was quickly promoted to magazine design of an international title running 13 annual issues of 132 pages with a press run of 100,000 copies.

Some notable points from this period:

- High proficiency at magazine design resulted in my assignment to other titles, increasing my load to 30 issues annually.
- In addition to the magazine design I continued to produce collateral on a regular schedule.
- Created a successful Ad campaign for national distribution of SCORE DVDs that ran in all relevant trade publications.

2. Creative Director 2003 - 2006 (Highlight - Management experience and innovation)

As Creative Director I was responsible for hiring, training and managing new designers. I developed testing to evaluate applicants proficiency in layout design, typography, illustration and production. I trained new recruits in style and procedure, monitored and reported on their progress and conducted annual evaluations. I managed up to five Art Directors in total.

Some notable points from this period:

- Overhauled the visual style and editorial content of several monthly international magazines.
- Implemented a traffic system to help efficiency and accountability in the production cycle.
- In addition to my duties as Creative Director I continued to carry a substantial magazine and collateral production load.

3. Senior Creative 2006- 2008 (Highlight - Flagship Magazine and creative autonomy)

In 2006 I was moved laterally to a Senior Art Director position. With the loss of another Senior Art Director I assumed control of the flagship magazine *SCORE*. Only two other art directors have held this position in *SCORE*'s 16 year history.

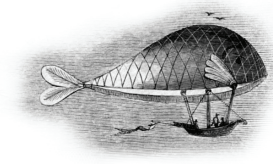
Some notable points from this period:

- I was given complete creative control over content and design in my publications.
- In addition to the flagship title I also produced other titles during this time for a total of 25 annual issues.

Personal

Married, one child, non-smoker, drug free.

References and additional portfolio available upon request.



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Recent Experience - (Freelance/Contract)

Lucky Street • Boca Raton, Fl. May 2010 - Present

Freelance Art Director
Creating product art and layouts for retail sales.

Classified Connection • Rochester, NH. March 2010 - Present

Art Director/Production Artist
Design and production for a weekly classified publication for Rochester. .

Jetsetter Magazine • Hong Kong December 2008 - February 2010

Creative Director
Design and branding for a startup travel and luxury lifestyle magazine geared towards the Asian market. I was responsible for establishing the the brand and setting up all style guidelines for the publication. The debut issue was on stands in the spring of 2010 and has generated a favorable response.

Multiply Inc. • Boca Raton, Fl. September - November 2008

Freelance Art Director
Designed themes for online retail photo books, cards and calendars. Project was in Adobe illustrator using complicated rules for layer naming and positioning so the files could be parsed into an interactive User Interface. The job was challenging to execute and it was exciting to a familiar program like illustrator in a completely new way.

Safari Designer • Miami, Fl. August - November 2008

Art Director/Marketing Consultant (Self employed)
Complete marketing package (Logo design, print collateral and web site) for a start-up luxury vacation business.

Imlee Indian Bistro • Pinecrest, Fl. October 2008 - Present

Art Director (Self employed)
Designing signage, collateral and updates to web site for an upscale ethnic restaurant.
This is a long-term, repeat business client from the days when I had my own design firm.

Entrepreneurial Experience -

Infolinkmiami • Miami, Fl. 1999-2001
C.E.O.

Infolinkmiami was a small design firm I started in 1999. Services included Art Direction, Hi-resolution Photoshop retouching, Graphic Design, Web design and Production for Print.

Partial Client List

Azhar's Oriental Rugs
Pinecrest, FL.

Description of Service

Design and production of promotional materials. 64 to 128 page mailers, Magazine and Newspaper print ads, web sites, direct mail pieces, Large format posters and backlit art for vehicle mounted scrolling displays.

International Restaurant Management Group
Coral Gables, FL.

Branding for food concepts *Kelly's Cajun Grill*, *Suki Hana* and *Yeungs Lotus Express*. Designed and produced all related collateral.

University of Miami
Coral Gables, FL.

Designed promotional collateral for art department consisting of large format postcards, brochures and invitations.

Com21net
Miami Beach, FL.

Web design and production for corporate site Com21net.com.
Corporate I.D. and branding.

Christine Federighi
Coral Gables, FL.

Designed, produced and hosting of Claysculpture.com.
Magazine ads and promotional materials like postcards, posters and brochures.

Ancient History

I spent the period between 1995 and 1999 doing freelance work in South Florida Design Houses and Ad Agencies.

Independent Contractor • Miami, Fl. 1995 - 1999
Mac Temps • Miami, FL. 1995 - 1999
Temp Art • Ft. Lauderdale, FL. 1997 - 1999

Partial Client List

Beeber Silverstien & Partners • Ad Team • Ackerman King & Associates • HMS Partners • Foote Choen and Belding
Ogilvy Mathers • Warner Brothers Music • CreatAbility • MGM Design Inc. • Huges Communications