



Summary

If you're looking for the professional answer you may hear something like: A third-generation printer, Cheryl A. Peters-Hoffhein brings 30 years of experience in the print, pre-press, and publishing industry. Responsibilities included; ICC color management, beta testing, managing digital proofing solutions, workflow, and vetting software. Cheryl provides technical pre- and post-sales educates prospects and clients.

Experience

AppleCare Senior Advisor at Apple — June 2013 - Present (3 yrs 10 ms)

AHA, At Home Advisor - iOS & Mac+ Chat

Covering the entire iOS and Mac product line along with supporting Watch, iCloud and iTunes technical questions. Working from home helping people understand and enjoy their Apple products couldn't be more fun and rewarding.

Remote Director LLC — 2006 - Present (11 yrs)

Technical Sales Specialist

A Technical Specialist presenting, training and supporting of both prospects and clients throughout the sales and implementation cycle are all a part of my daily duties. An expert user of the software, not only from the technical, as an ex-purchaser, understanding both worlds in which prospects and clients live.

Education

Southern New Hampshire University

Bachelor's Degree, Graphic Design and Media Arts, 2015 - 2017

SNHU Presidents list; 2015 thru 2017.

The National Honor Society of Leadership and Success; 2016 & 2017

Fox Valley Technical College

Associates of Applied Science, Printing and Publishing, 1982 - 1984



Skills & Expertise

Design:

Desktop Publishing
Adobe Creative Suite
Adobe Acrobat
Layout
Magazines
Catalogs
Publishing
Direct Marketing
Email Marketing

Management:

Print Production Management
Print Management
Color Management
Digital Asset Management
Direct Sales

Photography:

Digital Photography
Image Manipulation
Color Correction
Digital Imaging – web and print media

Printing:

Pre-press
Proofing
Offset
Digital Printing Variable Data Printing
Offset Printing
Large Format Printing Screen Printing
Print On Demand Direct Mail
Wide Format Printing

Technical:

Apple – macOS, iOS

References:

Upon Request