

INTRODUCTION

Hello! My name is Mickey Michalek. I am a Graphic Artist from Houston that has relocated to the San Antonio and Austin area. I am looking for an outstanding company that can utilize my Creativity and Experience with Graphic Design and Desktop Publishing. Most of my work has been in the restaurant and wine business creating menus and ads with Quark, Photoshop & Pagemaker using both Windows & Macintosh!!! I also have experience working with newspapers in Graphic Design and Sales!

Personal Mission Statement

Energetic and Positive Multi-tasker, Detail Oriented,
Loyal, Friendly, Helpful and Dedicated to
Company, Fun & Future Success of all Business.

FREELANCE

June 2000 - Current
The Creative Group
Graphic Design - Office Manger
Austin, Texas

Working for a marina on Lake Travis. Using Pagemaker and MS Office to update forms and brochures for boat leasing business.

Worked for two weeks with a teamwork training and consulting firm in Austin. Coordinated design projects, book editing and composition with Pagemaker and Word; basic clerical office duties. Assignment ended June 29.

MEDIA SALES

April 2000 - June 2000
The Canyon Lake Times Guardian
Canyon Lake, Texas

Worked here selling advertising for the weekly paper and the Summer Welcome Guides that are popular for this area. Created a few ads for local businesses as well.

Apr 1999-June 1999

Gusto Marketing - Houston, Texas
Media Sales Assistant

Assist sales reps in organization and priority placement of restaurant ads to be sold and run in the Houston Chronicle.

Assisted This Week Editor in selling ads, meeting copy deadlines and participated in the layout of the actual pieces that ran each Wednesday in 17 zones. Eventually placed in charge of the project, this allowed the editor to get out and sell the Ad Trade program that Gusto represents to local restaurants and clubs.

Sold and created ads for restaurants in Houston and worked closely with the creative team in setup of ads and proofing for release of copy.

GRAPHIC ARTIST

April 1998 - April 1999

Republic Beverage Company
Houston, Texas
Business Development Department ~ Print Services
Graphic Design Artist

Transferred to this position for increased salary and broadened involvement in other areas of the company. Managed the merger of two print service departments and joined the marketing team to create the Business Development Department.

Converted Macintosh files to Windows and maintained all Macintosh and Windows archives. Provided troubleshooting and support of Macintosh and Windows computers, programs and peripherals, including NT troubleshooting. Coordinated design projects by interfacing with sales & marketing, individual accounts, data processing, and service bureaus. Job duties were design, write, proof and produce a variety of wine and spirit direct mail pieces, brochures, proposals, menus, table tents, wine training packets and other marketing materials for restaurants, retail accounts and suppliers (i.e., Bacard, Jose Cuervo, Kendall-Jackson, Sutter Home). In charge of ordering wine list books, menu covers, & table tents for approved accounts.

Ensured completion of all design projects within required timetables and budget guidelines. Job included billing and charge backs using Access.

Filemaker Pro and the companies AS400 inventory tracking and order system. Submitted to division managers for approval the estimated project cost. Implemented the search and purchase of a large and fast printer for the Houston and Dallas offices, the Xerox Splash 5750 - The Empress. Successful in getting the approval to update our software to include QuarkXpress 4.0 for Windows and Pagemaker 6.0.

WINE SALES

April 1996 - April 1998

Republic Beverage Company
Houston, Texas

Telemarketing Wine Sales Representative

Administration and custom development of a telephony-based customer calling & order tracking system with Telemagic 4.0 for Windows software, customizing its capabilities in tracking the status of accounts and follow-up calls.

Responsibilities included inside wine and beer sales to over 400 accounts; deliver and collection, product and priority sales tracking, new account development, lead generation for the entire sales force, provide customized sell sheets and company product portfolio for mass distribution in the Houston market. Continual development and design of Telemagic as needed for market trends.

EDUCATION

1990-1991

Enterprise State Junior College
Enterprise, AL

Major - Computer Science - GPA 3.8
Dean's List; Three Academic Scholarships

CERTIFICATION

WINDOWS 98 POWER USER

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