



PO BOX 3553 | BALTIMORE, MD 21214
410-665-8820 PHONE | FAX
NORM@NORMMYERS.COM
WWW.NORMMYERS.COM
CREATIVE MARKETING DESIGN

COVER LETTER

To whom it may concern,

My name is Norm Myers and I have many years of professional experience in:

Creative Direction and Art Direction	Print
Graphic Design	Publishing
Advertising and Promotion	Presentations
Marketing	Internet
Illustration	Photo Rendering
Product Development	Project Management

I have gained this experience by providing creative services to a wide variety of clients, companies and industries as both a freelance consultant, and as a staff employee and manager.

Samples of my design work can be found on my websites:

NormMyers.com – for graphics, print and promotion
FiveStones.com – for internet design

I would be pleased to discuss any projects, positions or design needs you may have.
Please contact me at:

Norm@FiveStones.com

Thank you,

Norm





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RESUME

Norm Myers Professional Experience

Award-winning design for a variety of clients and industries.

1982 –
present



NM Design and FiveStones Design Factory – Baltimore, MD:

Owner/Contract Consultant for Design, Publishing, Advertising, Marketing, Website Development, Illustration and Promotion.

Various award-winning design, advertising, internet and illustration work. Internet development at FiveStones.com – and print, publishing and graphic design samples at NormMyers.com. Managed projects and teams of designers/developers according to project needs from concept to final.

Marketing support services include: advertising, presentations, corporate ID/logos/branding, internet/intranet (new and re-designs), marketing strategic planning, product development, project and staff management, tradeshow booths, national and regional contests (development, planning and management), disaster relief coordination, posters, direct mail and presentations.

Clients/Projects include:

- Dell Computer, Round Rock TX
- The White House, Washington, DC
- Smithsonian Institute, Washington, DC
- Marriott International, Washington, DC
- Johns Hopkins Hospital, Baltimore, MD
- PlaySkool, Pawtucket, RI
- McCall's Pattern Company, New York, NY
- Owens Corning Basements, Edgewood, MD
- Williams Scotsman, Baltimore, MD
- Network Solutions (was ImageCafe.com), Herndon, VA
- Zest Media, Orlando, FL and New York, NY
- Eagle Publishing, Washington, DC
- Americans For Limited Govt., Chicago, IL
- Taylor&Francis Publishing, Philadelphia, PA
- Heritage Hills Golf Resort, York, PA
- Windsor Oak Publishing, Westminster, MD
- Bradley Media Group, Forest Hill, MD
- WCBM Talk Radio, Baltimore, MD
- Gemcraft Homes, Bel Air, MD

1994 – 1998

STV Inc., Architecture / Planning / Engineering Firm – Baltimore, MD:

Design and production of all printed, presentation and marketing materials. Project reports, document production, posters, and all support graphics for government and civilian contracts. Company website development and maintenance. Won Federal Planning Awards for Land-Use Posters and Reports. Clients included various Corporate, Federal, State and Military contracts including:

- US Army Corps of Engineers, USA and Europe
- Fort Myer Military Community (FMMC), DC
- USMA, West Point, NY
- US Navy, Annapolis, MD
- BWI Airport, Linthicum, MD
- Maryland State Highway Administration, MD
- City of Baltimore, MD
- City of Annapolis, MD

1992 – 1993

Art Director for Greenberg Publishing – Sykesville, MD:

Manager of Graphic Art Department staff and the production of various train and toy collectible books. Responsible for the design, photography, illustration, scheduling and production of these color-intensive, hardbound coffee-table books.

1988 – 1991

Art Director for Media Materials Publishing – Baltimore, MD:

Design and direction of staff in the production of various educational products including textbooks, workbooks, packaging and parts for classroom games, toys and instruction aids.

- All advertising design work including catalogs, direct mail pieces, brochures, space ads, etc.
- Exhaustive use of 4-color photography and illustration.
- Supervised all printed materials using both in-house print shop and outside vendors.

1987

Contract Graphic Designer for Smith&Wesson Advertising – Springfield, MA:

Design and production for in-house marketing department. Catalogs, manuals, and 4-color national advertising work. Event graphics for sponsored tournaments.



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RESUME & PERSONAL

1984 – 1987

Art Director for TBS Publishing – Lenox, MA:

Design and production management of all publications, advertising, marketing and printed material for institutional in-house print shop. On-campus design for small private college.

- Projects for various departments included booklets, magazines, newsletters, catalogs, brochures and event packages.
- Completed design, layout, illustration, scheduling, and coordinating of projects from concept to printed piece.

1982 – 1984

Owner of Finished Work Art Studio – Baltimore, MD:

Full service freelance graphic design studio. Logos, advertising, illustrations, and print design.

Norm Myers

Personal and Professional Experience / Background

Many years of creative design, marketing, advertising and publishing.

Of the numerous freelance clients served, projects completed and staff positions held, the following outline some notable achievements, beyond those listed on NM resume:

Business Development:

Startup: Launched and have ran/maintained internet design/development partnership: FiveStones.com

Startup: Assisted with the creation, growth and later acquisition of Bradley Media Group: marketing, advertising and PR firm in Forest Hill, Maryland. Provided creative direction, marketing consulting, design and internet development.

Startup: While working with BMG, helped launch a TV Marketing show on FOX 45 in Baltimore, Maryland: "Showcase of Homes TV". Website and production design provided.

While serving as contract Creative Director for Williams Scotsman Corporate Communications/Marketing, provided project management and staffing for numerous projects, including: complete website re-design and launch, with extensive internet features, new trade show booths, cross-marketing campaigns, national and regional contests, graphic design, branding, MM presentations, budgeting, scheduling, and so on. Industry design awards won. Helped with coordinating efforts for providing mobile storage for hurricane Kartina disaster.

Product and Service Marketing:

While with Williams Scotsman, was integral part of development team for new modular building product line: Redi-Plex Buildings. Created new logo, internal and external marketing/sales materials. Created both customer and sales team contests/incentives, created website, created posters, PPT presentations, product binders, etc. Industry design awards won.

Assisted with many clients' new product and service marketing, including: how-to books, collector books, educational books, government contract fulfillment, professional services, construction services, entertainment and recreation, etc.

Promotional Design Consulting for WCBM Radio in Baltimore. Contests and event sponsorships.

Public Policy Communication: designed and maintained websites for political groups during election cycles.

Pro bono professional design services for community and non-profits. Example: Create and maintain website for Melody Of Hope, an annual fund-raiser concert to Benefit University of Maryland Pediatric AIDS Program. Over \$200,000 raised and donated to the hospital over several years. Church and Youth Adventure websites designed and maintained.





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RESUME & PERSONAL

Norm Myers
Personal Experience and Interests

Strong involvement in youth and community.

Education:

1980 – 1981

Art Institute of Pittsburgh, PA. Graduated with Associates Degree in Visual Arts.

1983 – 1987

Maryland Bible College & Seminary, MA & MD. Continuing Education – Biblical Studies.

Teaching/Coaching:

then and
now

Instructor of Middle and High School Art, Design Computer/Website and Yearbook Classes for private school (seven years).

Private Graphic Design, Illustration and Web Development Classes/Training.

Coach Youth Soccer, Basketball and Baseball.

Adult Leader – Youth Adventure Programs (BSA and TLUSA) and Summer Camp Counselor.

Assist With Homeschooling Teaching/Projects, and Church Youth Ministry.

Awards:

Named "Teacher of the Year" from Baltimore Academy of Excellence 2000 – 2001 Year for Art Instruction.

Other:

Devoted husband since 1983 to wife, Ann Myers and father of four children.

Good sense of humor.

Good health/athletic – play basketball, softball, racquetball. Nonsmoking, no drugs, no alcohol.

Attends church services regularly.

Enjoy spectator sports – NFL football, MLB baseball, college basketball

Passionate about political news, patriotic – total news junkie (of all sorts), watch all the cable news channels, C-SPAN, listen to talk radio, am very familiar with most news trends and opinion.

Community Awareness – experience gained from the wide variety of clients, businesses, organizations, represented both professionally and personally in the areas of public relations, marketing, product development, education publishing, instruction, etc. Sensitive to office, education, and legislative concerns. Example, wife and business partner – Ann Myers is a professional sign language interpreter since 1987, and in contact with persons with disabilities and familiar with ADA issues.



**Norm Myers Design and FiveStones Design and Communications
 Professional Skills**

The following have been utilized in Norm's Creative Design Services – some more than others, but most to a high professional level.

Computer Hardware:

Mac and PC/Windows	Small and large format (36") color printers / plotters
Scanners	B&W and Color Laser Printers

Software Programs:

Adobe Creative Suite	MS Office (Word, PowerPoint, Excel)	Scanning Programs
Adobe Acrobat	Quark Express	FTP Programs
Adobe PageMaker	Fontographer	Corel Draw
DreamWeaver	E-Mail Programs	And More...
FreeHand	BEdit	

Illustration (both conventional and digital, using the above graphics computer programs):

Pen & Ink	Airbrush
Pencil	Watercolor
Color Pencil	Pastels

Photography:

Digital Cameras	Video Cameras
35mm Film Cameras	Retouching (Digital)

Project Management:

Content Organization	Scheduling
Budgeting	Hiring/Interviewing Staff, Consultants, Vendors
Copy Writing/Editing	

Printing:

Digital Printing	Bindery
Offset Printing	Ink Selection and Mixing

Design Projects (for print and electronic medium, see NormMyers.com for samples):

Logos/Branding	Advertisements	Apparel
Business Papers/Stationary	Publications	Packaging
Brochures	Trade Show Booths	Books (Covers and Interiors)
Mailers	Catalogs	Booklets
Internet	Presentations	Technical Manuals
Illustrations	Proposals	Invitations
Posters	Product Development	Contest Development

Professional Awards:

Marketing, Advertising Design and Product Development Awards from MBI (Modular Building Institute) for (various years)
 Advertising Design Award from Home Builders Association of Maryland for 2002
 Poster and Publications Design Awards from the Federal Military Planning and US Navy, (various years)

Memberships and Certifications:

RID (Registry of Interpreters for the Deaf – Ann Myers)
 Certiport MSOffice Certification
 Ocean City Chamber of Commerce, MD
 Salisbury Area Chamber of Commerce, MD

