

Suzanne Slifka

Salt Lake City, Utah, United States



Summary

Since 1991, I have successfully demonstrated advanced expertise in developing, designing and producing quality marketing products, as well as working closely with clients to meet their desired goals. I have had the unique opportunity to serve clients such as Home Depot, Sam's Club, Jim Beam, Taco Bell, Burger King, and Gatorade, as well as many local Salt Lake City companies.

As an accomplished leader in both corporate and educational settings, I have a proven ability to recognize production problems and improve processes throughout organizations.

My varied background includes management, brand building, channel selection and management, customer service and account/project management, franchise support (both corporate offices and individual franchisees), digital asset management, prepress, text formatting and manual design, high-end photocomposition, graphic design, fulfillment, large format printing, packaging creation/design, variable data/direct mail design and print, training, and education.

Specialties: Traditional/online/social media marketing development/fulfillment, publication/advertising graphic design, project management, quality control, content writing, print variables (CMYK/RGB/PMS, coating/varnish, dies, packaging, trapping, variable data/direct mail, offset/digital press variables, postal requirements). Intermediate skills in website design, ePublications, PC platform, MS Word, Preps/Press Touch/Imposition. Expert in OSX, Adobe CC (InDesign, Illustrator, Photoshop, Acrobat, Excel, PowerPoint, EasyCatalog).

Experience



Media Director

Loftus International

Feb 2011 - Present (11 years 11 months +)

Loftus International was established in 1939 and is one of the leaders in providing great products to Wholesale, Costume, Novelty, Magic and Balloon Suppliers.

I am responsible for creating and maintaining the marketing calendar, all media and marketing products including brand maintenance, digital and print design and production, product photography, image manipulation, image library maintenance, database management, packaging creation and design, catalog design, print production, in-house graphics, distributor graphics, web graphics, trade show graphics, traditional marketing, in-house graphic needs, and social media marketing.



Marketing and Graphics Specialist

Freelance

Dec 2010 - Aug 2022 (11 years 9 months)

Management, customer service and account/project management, franchise support (both corporate offices and individual franchisees), digital asset management, prepress, text formatting and manual design, high-end photocomposition, graphic design, fulfillment, large format printing, packaging

creation/design, variable data/direct mail design and print, training, and education for a variety of clients in various industries.

Adjunct Instructor (part time)

Salt Lake Community College

Oct 2006 - Jan 2012 (5 years 4 months)

Educate individuals and SLCC employees on the following software programs through Beginner, Intermediate, and Advanced training workshops: Adobe Creative Suite 5 (InDesign, Illustrator, Photoshop), Adobe Acrobat, and Microsoft Word.

Developed curriculum and instructed Social Media class (Facebook, Twitter, LinkedIn).

Founder & President

Yelo Creative Group

Jun 2005 - Feb 2011 (5 years 9 months)

Full service branding, marketing and public relations creative agency supporting the graphic and marketing needs of small-to-medium size businesses. Business employed two people and utilized up to seven subcontractors.

Responsible for all aspects of business including yearly growth, activities, management, quality control, and employee/client relations for two employees and seven independent contractors.

Responsible for the Marketing, Public Relations, Advertising, and Social Media initiatives for YG and up to 26 active Clients in various industries. Developed and maintained Client's content development, creative direction, channel selection, distribution, budgets, project costs, project management, objectives, design, fulfillment, training, bookkeeping, billing, office management, and overall company direction.

Developed Client-specific procedures followed by YG employees and independent contractors.

Represented YG, as well as various Client's businesses, at trade shows, events and banquets.

Educated business leaders and industry professionals by providing marketing, print, and software seminars for professional organizations such as the Salt Lake County, American Advertising Federation (Utah), Printing Industries of America, Salt Lake Community College, and various small business seminars. In addition to group education, I also wrote branding, marketing, and print-related magazine articles for a social media marketing magazine, and provided on-site and off-site training programs.

Graphics Specialist

Marketing Support, Inc.

Mar 2004 - Oct 2005 (1 year 8 months)

MSI (merged with agencyinmotion.com) is a multiple award winning marketing agency focused on trade and retail distribution for major retail chains, co-ops and trade wholesalers, such as The Home Depot, Lowes, Husky, Skil, Sharper Image, and other National and Fortune 500 brands.

Responsible for exceptional prepress, design, and quality control for multiple National brands and projects from one to over 50 pieces.

Produced and implemented project procedures, to ensure the highest levels of quality control throughout projects, followed by up to seven prepress specialists, 25 freelance graphics specialists, 12 art directors, and six client service representatives and account coordinators.

TUKAIZ On-Site Print Liaison/Client Relations/Prepress/Design/Assistant Supervisor

Tukaiz

Oct 1997 - Mar 2004 (6 years 6 months)

Tukaiz is a multiple award winning, results-driven marketing communications provider with over 49 years of experience serving national creative agencies and Fortune 500 companies.

Within six months of hire, and out of a pool of 45 prepress specialists, I was selected to relocate to California to facilitate the first-ever on-site project management and graphics service for Taco Bell's marketing agency, Wunderman, Cato, Johnson (currently Young & Rubicam). Through this endeavor, I successfully eliminated miscommunication between Tukaiz and the Account Supervisors, improved processes, and educated Art Directors on the proper ways to create designs for print-related marketing materials. Responsible for all proofing, communications between WCJ and Tukaiz, project scheduling, prepress, and Client relations for all Taco Bell print-related marketing pieces including point-of-purchase, drive-through, menu board, window, and promotional signage.

Traveled to top-tier client offices such as Citibank and Enesco to assist in the graphic development, file management, and procedural development for various projects, ensuring efficient completion and quality control throughout projects.

Pioneered the first team work environment between customer service and prepress production, increasing efficiency and communication throughout the company.

Organized, managed, and produced projects that ranged from one to over one hundred elements.

Created and implemented project procedures followed by up to 40 prepress specialists on three shifts.

Assisted in supervising up to 40 prepress specialists on three shifts.

Tackled various responsibilities such as design, prepress, image manipulation, color correction, digital and offset print specifications, large format printing, new software/new employee training.

 **Graphic Arts Instructor**

Triton College

Mar 1996 - Apr 2001 (5 years 2 months)

Developed entire curriculum/testing materials and instructed 8-week college class for Quark XPress. Classes taught include: Intro. to Macintosh, Intro. to Scanning, Intro. to Quark, Advanced Quark.

 **Graphic Arts Instructor**

Graphic Communications International Union School

Mar 1996 - Apr 2001 (5 years 2 months)

Taught the following classes to Printers Union members: Intro. to Mac, Intro. to Quark XPress.

Education



Western Governors University

Bachelor of Science (B.S.) - Marketing Management, Marketing Management
2012 - 2013



Triton College

Graphic Arts

1993 - 1996

Fundamentals of Desktop Publishing, Electronic Typography, Advanced Composition Technology,
Advanced Desktop Publishing



Morton College

Associate of Arts (AA), General Education

1989 - 1992

Licenses & Certifications



CompTIA Project+ - CompTIA

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Skills

Teaching • Mentoring • Print Design • Mac • Print Management • Data Analysis • Packaging
Artwork • Vendor Relations • Product Photography • Marketing Management

Honors & Awards



30 Women To Watch Honoree - Utah Business Magazine

Apr 2009

The 30 Women to Watch event celebrates Utah's most successful and influential women as selected by their peers, giving us all the opportunity to commend them for giving so much devotion to their profession.



We Believe In Heroes Awardee - Utah Chapter Freedoms Foundation at Valley

Forge

Feb 2015

I was at the right place at the right time to save Janice from what would have been a severe injury/death and received an award for my actions.

<https://www.ksl.com/?sid=32436329&nid=148&title=woman-thanks-rescuer-who-saved-her-from-barreling-trax-train>