

# CHRISTOPHER D. FADLEY

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## OBJECTIVE

A creative leadership position using analytical, organizational and leadership skills to provide immediate growth in team-atmosphere, production process and creative client branding.

## EXPERIENCE

**Fadman Interactive Design & Sentorsa Development** – Phoenix 2003 – Present

*Owner/Consultant*

- Applied HTML, DHTML and cascading style sheets to layouts for online applications
- Provided consultation/analysis on production process, and for equipment purchases
- Created branding and marketing material for a variety of clientele projects
- Developed business processes establishing production cost accounting, during cost-cutting and reinvestment schedule
- Delivered graphics/technical support to multiple clients by communicating market clearly
- Consultation on developing target markets and product placement

**Heritage Mint Limited** –Scottsdale 2004 – 2005

*IT/MIS Manager*

- Developed and designed international network for \$55 million import company on outdated hardware with no technical capabilities as their industry made drastic changes in vendor requirements
- Created all needed systems and hardware to comply with industry standards on deadlines
- Applied equipment leases, license management, limited consultant use
- Provided user training from beginning to advanced software needs on new hardware
- Organized file structure and developed process standards for all phases of the business
- Brought products into compliance with UCCnet standards; Wal-Mart, Target, Home Depot, etc

**Pegasus Solutions** – Phoenix 2000 – 2003

*Graphic Designer/Programmer Analyst*

- Created and designed "look and feel" for online hotel property management system
- Developed optimized multiple format graphic solutions and implemented dynamic HTML for custom property layouts via multiple databases
- Organized file structure and developed standards for rigid cache and scalability requirements

**Crown Press, Inc.** – Phoenix 1995 – 2000

*Prepress Manager/Creative Director*

- Met, organized, and directed multiple daily deadlines for over 4,500 projects and 500 clients
- Managed prepress and creative department with yearly revenues of \$2.5 million
- Applied team building, equipment leases, license management, limited consultant use
- Organized an internal quality management team to aggressively control costs
- Collaborated with staff and created positive change within budgeting, production, media storage and industry tools

**Alphagraphics** – Tempe 1995 – 2000

*Graphic Designer*

- Technical experience creating and delivering multiple print projects on tight deadlines
- Applied continuous creative problem-solving for company and clientele
- Dealt with customers and professional clients daily

**Scottsdale Community College** – Scottsdale 1992 – 1993

*Editor in Chief*

- Produced weekly paper and guided inexperienced staff while under strict budget constraints
- Created computer process; developing style sheets/templates which automated layout tasks
- Brokered deal with local paper increasing readership by 20,000
- Student representative to faculty and administration at Scottsdale Community College

## SKILLS

*Extensive Software Knowledge (Expert Level: Mac and PC Platforms):*

- |             |               |               |                        |            |
|-------------|---------------|---------------|------------------------|------------|
| • Photoshop | • Illustrator | • QuarkXpress | • PageMaker            | • InDesign |
| • Freehand  | • Corel       | • Fireworks   | • Flash                | • Word     |
| • Excel     | • Powerpoint  | • Dreamweaver | • New Technology Savvy |            |

*Extensive Programming Knowledge:*

- |                  |              |       |                |            |
|------------------|--------------|-------|----------------|------------|
| • OO Programming | • .NET       | • C#  | • Visual Basic | • .ASP     |
| • CSS Layout     | • SQL Server | • XML | • DHTML        | • VBScript |
| • HTML           | • JavaScript |       |                |            |

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## PROFILE

Creatively motivated corporate branding, marketing professional with more than 10 years of progressive experience including over 3 years prepress and creative team management. Extensive knowledge in corporate or personal branding design and multi-media production processes. Diverse industry skill set which includes commercial prepress, printing, marketing, advertising, public relations, online businesses, distribution, publishing and government services. A results-oriented leader with perseverance, analytical problem solving techniques, resourceful solutions, and successful team building experience.

## QUALIFICATIONS

- Project Management
- Technical/Production Background
- Strategic Planning
- Outsource/Vendor Mgmt
- Budget Development/Management
- Creative Problem Solver
- Excellent Communicator
- Creative Design
- Resourceful Solutions
- Process Development
- Team Player and Leader

## ACHIEVEMENTS

**Designed** and developed a wide range of media including: publishing, signage, direct mail, print projects, custom dies, embroidery, screen printing, internet sites and online applications. Utilized latest .NET/C# programming and layout techniques, industry graphics software, user-friendly navigation, copywriting, and placement of all client products. RESULTS: Created successful personal, corporate, and government branding campaigns ranging across many industry types and medium.

**Increased**, streamlined policies and procedures of commercial printer/prepress company with \$3.5 million in yearly revenue. Applied cooperative teaming, project budget analysis to determine avoidable costs, developed employee driven production process utilizing strengths, recognizing weak areas and increased accountability. RESULTS: Executed plan and achieved an overall reduction in material and production costs of over 25% while expanding technical capacity reducing staff turnover.

**Reduced** downtime in production scheduling and developed overlapping Quality Assurance program. Analyzed, recommended and implemented significant less costly, more effective alternative solutions. RESULTS: Saved Company over \$250,000 in three years, set and exceeded all production goals.

**Took** charge of accounting, media management, equipment management and integration activities. Applied team-building, equipment leases, license management, limited consultant use, and foresighted project management techniques. RESULTS: Budget savings of over \$300,000 while expanding production power 19%.

**Enhanced** media, marketing and prepress activities to improve quality with team approach. Communicated with multiple aggressive customer requirements, illustrated inadequacies in existing processes, and provided framework for responsive product results. RESULTS: Clearly defined employee roles, career path, overlapping process of checks and balances.

**Developed**, implemented and evaluated cross-training initiatives to increase team interaction and create personal accountability from staff. Created overlapping production process increasing employee involvement in quality of products and customer service. RESULTS: Decreased employee turnover, production costs, and increased revenues 28% in 3 years.

**Improved** staff participation in developing strategies, choosing tools and production methods to help reduce resistance to change as well as establish wide ranges of repeatable quality. RESULTS: Developed multi-tasking, delegation and communicated chain-of-command with respect by evaluating employee input and involving them in key decisions.

**Created** labeling solution eliminating all internal involvement on passing information to third-party warehouses in California, Alabama and China using Wal-Mart's RetailLink system. RESULTS: Industry compliant standards met to allow \$45 million Wal-Mart contract.

## TECHNICAL APPLICATIONS/EQUIPMENT

*Extensive Software Knowledge (Expert Level: Mac and PC Platforms):*

- Photoshop
- Illustrator
- QuarkXpress
- PageMaker
- InDesign
- Freehand
- Corel
- Fireworks
- Flash
- Word
- Excel
- Powerpoint
- Dreamweaver
- New Technology Savvy

*Extensive Programming Knowledge:*

- .NET
- Visual Basic
- .ASP
- JavaScript
- C#
- SQL Server
- XML
- DHTML
- VBScript
- CSS Layout
- HTML
- OO Programming

*Equipment:*

- Drum Scanners
- Commercial Presses
- Stock/Royalty Free Media
- Equipment Leases
- License/Software Management
- Maintenance Requirements
- Calibration/Profile Development
- Wide Range of printers/docutechs/color output