alesh houdek

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Recent Employment

Marketing and Design Manager
Art and Culture Center of Hollywood: February 2003 to present
> Created and updated marketing plans
> Planned marketing budget, including print advertising, radio advertising, and direct mail
> Plan design and production schedules for collateral marketing pieces
> Design of materials including booklets, ads, brochures, rack cards, forms, billboards, and clothing items
> Work with staff in creating copy for above
> Managed in-house printing as well as printing by outside vendors
> Planned and supervised bulk mailings
> Directed outside designers working on projects for the Center.
> Set and enforce a consistent visual identity across materials created by a variety of individuals

Office Manager, Graphic Design and Media Manager
Art and Culture Center of Hollywood: March 2000 to February 2003
> Conceived and designed print materials including print ads, flyers, brochures, posters, signs, postcards, newsletters, and booklets.
> Designed and implemented the Center's website (www.artandculturecenter.org), including all creative and technical work.
> Managed printing budget, selecting printers and working closely with them to obtain the appropriate cost vs. quality for each printed piece.
> Wrote press releases.
> Copy-edited materials such as newsletter articles and gallery text.
> Provided computer support for the Center's twelve employees.

Administrative Assistant
City Manager's Office, City of Hollywood: January 1999 to March 2000
> Oversaw the revision and publication of major City publications including the Homeowner's Guide and the Neighborhood Association Handbook.
> Updated and maintained City resources such as the Civic Association List and the database of contact information for officers of neighborhood associations and Steering Committees.

Computer Skills
> Fluent in InDesign, QuarkXPress, Photoshop, Illustrator, and Dreamweaver, as well as many other programs including Microsoft Excel, Word, PowerPoint, Access, as well as networking and Internet software.
> Working understanding of XHTML, CSS, PHP, and MySQL
> Comfortable on Macintosh and Windows computers.
> Extensive experience with software and hardware installation and troubleshooting.
> Programming background, including experience with Visual Basic, Pascal, and HTML.

Education
> Bachelors of Arts, Florida International University, 1997.

Other Interests
> Self taught artist and musician on several instruments.
> Webmaster/designer of www.criticalmiami.com, www.msg-inc.org, and www.alesh.com.

Portfolio
> Call to schedule in-person portfolio review or for digital portfolio.