

**Wendy Anne Simko** | 78 Olive Street, Apt 102, New Haven, CT 06511 | (203) 668-1123 c  
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**Creative Design & Art Direction • Strategic Marketing • Marketing Communications • Media Planning • Product & Service Promotion • Event Planning • Budget Development & Management • Program Management • Team Building & Leadership**

15 years design experience, demonstrated ability to lead creative development from concept to market, on time and on budget. Strong creative, collaborative and communication skills and highly organized with attention to detail. Results-oriented leader who can take charge of a team or work independently in a fast-paced, global environment.

Macintosh & PC Platforms  
Quark XPress  
Adobe InDesign  
Adobe Illustrator  
Adobe Photoshop

Adobe ImageReady  
Adobe Streamline  
Dreamweaver  
Fireworks  
Frontpage

Adobe Acrobat Distiller  
Word Processing Applications  
Print & Web Design  
Banner Advertising  
Direct-Mail

**PROFESSIONAL EXPERIENCE:**

**PerkinElmer, Shelton, Connecticut** **05/2011-present**  
**Senior Graphic Designer (Art Director), PKI Creative**

- Responsible for the creation and production of promotional collateral (brochures, flyers, posters, email, banners etc.) and back-up technical collateral on an as needed basis

**PerkinElmer, Shelton, Connecticut** **10/2010-05/2011**  
**Marketing Operations Contractor, Analytical Sciences & Laboratory Services**

- Design of various HTML Email and Landing pages for ASLS group US and European events
- Design of overflow of various printed materials including flyers, brochures, postcards, mousepads and product packaging
- Assist in the validation of website content and creation of various HTML resources pages for [www.perkinelmer.com](http://www.perkinelmer.com)

**Wendy Simko Design, New Haven, Connecticut** **2006-present**

Freelance design and art direction serving local and national clients – [www.wsjonesdesign.com](http://www.wsjonesdesign.com)

- THE SPACECONNECTION, Norwalk, CT - Design of 2006 - 2008 holiday greeting cards, corporate website ([www.thespaceconnection.com](http://www.thespaceconnection.com)) and intranet, and design of 2007-2010 marketing materials
- EURO-WORLD NETWORKS, Fredericksburg, VA – Design of 2007 marketing brochure, slick sheets and multiple websites (including: [www.euro-worldnetwork.com](http://www.euro-worldnetwork.com), [www.bvn-america.com](http://www.bvn-america.com), [www.croatiantv-america.com](http://www.croatiantv-america.com), and [www.hungariantv-america.com](http://www.hungariantv-america.com))
- MBI, INC. (The Danbury Mint), Norwalk, CT – Development of direct mailers for various sculptures
- CET TELEPORT, Aerzen, Germany – Company branding, booth graphics and marketing materials
- SES AMERICOM, Princeton, NJ – Design of 2008 holiday greeting card
- ADVANCED HOME AUDIO, Shelton, CT – Design of marketing folder, business cards, slick sheets and van graphics
- THORACIC PARK ALTERNATIVE HEALTH, Prospect, CT – Design and maintenance of websites ([www.mythoracicpark.com](http://www.mythoracicpark.com) and [www.upperhandports.com](http://www.upperhandports.com))
- BABYZILLA CHILDRENS CLOTHING, Wallingford, CT– Company branding
- KHALDA LOGAN MEMORIAL FOUNDATION, Danbury, CT - Promotional materials and website ([www.khaldalogan.org](http://www.khaldalogan.org))
- ADDED COMFORT HEATING & AIR CONDITIONING, Oxford, CT – Company branding
- DOCUMENT VIDEO SERVICES, INC., Higganum, CT – Expedition New England DVD Package Design
- PERKINELMER, Shelton, CT – Production of company brochures and application data sheets
- INTENSITY TENNIS & FITNESS, Norwalk, CT – Club promotional materials
- FABRICARE CLEANERS, Norwalk, CT – Direct mail, advertising and website ([www.fabricarecleaners.net](http://www.fabricarecleaners.net))
- SONO CORPORATE SUTES, Norwalk, CT – Direct mail postcard design
- Additional clients include: On Cue Billiards, The Angry Trainer, Global-Media Marketing, Cambridge Transformation Partners LLC., The Stafford Democratic Town Committee, Macaroni and Cheese Factory and Firelight Media

**PanAmSat Corporation, Worldwide Headquarters, Wilton, Connecticut** **2005-2006**

\$6 Billion global leader in satellite communication services owns and operates 25 geosynchronous satellites with facilities on five continents. *Purchased in 7/06 by Intelsat Corporation.*

**Senior Art Director, Global Marketing (2005-2006)**

- Direct the graphic design team, overseeing all design and print production projects, developing creative briefs, production timelines, trafficking of material, team meetings and managing direct reports
- Concepted, designed and produced various marketing collateral, sales promotional and direct-mail materials
- Managed all print and online advertising, media schedules, securing ad buys and processing insertion orders
- Developed booth graphics for national and international trade shows and events
- Designed and maintained company website using advanced web design and layout techniques
- Established and maintained standard guidelines for usage of all PanAmSat logo and brand marketing

**SELECTED KEY HIGHLIGHTS:**

- Improved customer awareness of PanAmSat's premier Disaster Recovery Services by developing and placing advertising in high-profile national publications including USA Today and The Wall Street Journal
- Lead North American HDTV marketing campaign setting PanAmSat as number one in the market
- Design lead on PanAmSat's events including annual global customer conference Spotlight-2006, noted by customers as top industry conference
- Implemented graphic software and equipment standardization, enhancing design levels while also dramatically cutting costs nearly 75% on outsourcing

**Sprowl Communications, Fairfield, Connecticut**

Small advertising agency and graphic design firm with diverse experience in consumer, trade, industrial/medical, retail, and political advertising and promotion.

**1990-2005****Art Director (2002 – 2005)**

- Creation and development of print, direct-mail, trade show, POP and electronic designs for a diverse clientele including Playtex Products, Colt Firearms, The Savings Bank of Danbury, The Discovery Museum, Prudential Realty and The University of Bridgeport
- Directed and oversaw projects within the creative team
- Supported account managers in tending to client needs, maintaining project budgets and developing annual media plans
- Secured and worked with established network of vendors to ensure each project was produced to standard, on time, and within budget

**SELECTED KEY HIGHLIGHTS:**

- Successfully strategized and developed new public image for the University of Bridgeport, strengthening the credibility of the school
- Design lead on multiple successful direct-mail campaigns for The Savings Bank of Danbury, reintroducing the small-town bank and ultimately increasing new customer enrollment
- Universalized print and online materials for throughout Prudential Connecticut Realty's state-wide offices, creating improved consumer brand recognition and increased contacts

**Graphic Designer (1994 – 2002)**

- Responsible for concept development and the creation of print and electronic designs
- Clientele included The Thomas Register, Outland Engineering, O.F. Mossberg & Sons and The Pequot Library

**Office and Traffic Manager (1990 – 1994)**

- Assisted in daily duties, including server file archiving, client invoicing, staff management, and estimates
- Secured and worked with network of vendors to ensure each project was produced to standard, on time, and within budget

**FREELANCE**

<b>PLAY THE ASSASSIN / TETA MARKETING</b> , Floral Park, New York Website design and maintenance and development of printed materials	2003 - Present
<b>FANGORIA MAGAZINE</b> , New York, NY - 2009 Media Kit Design	2009
<b>OUTERLOOP MANAGEMENT</b> , Arlington, VA - Various Website designs and maintenance	2003 - 2009
<b>EUROVISION</b> , United Kingdom - Powerpoint Presentation Template Design	2009
<b>DOG FASHION DISCO</b> (Artemis Recording Artists), Severn, Maryland Website design and maintenance and development of printed materials, including CD/DVD packaging for LIVE album and Jagermeister tour poster	2003 - 2005
<b>CONNECTICUT SPORTS MAGAZINE</b> , Fairfield, CT - Website design and maintenance	2003 - 2005
<b>FEOH RECORDS</b> , Spring Grove, Pennsylvania Website design and maintenance and development of music compilation CD jackets	2004
<b>RICH BRASSIL DESIGN</b> , Hamden, Connecticut Execution of design projects for various clients including Volvo, Lesley Roy Designs, and Tommy K's Video	1995 - 2006

**EDUCATION & ACCOMPLISHMENTS**

<b>SOUTHERN CONNECTICUT STATE UNIVERSITY</b> , New Haven, Connecticut Bachelor of Arts: Studio Art ( <i>Graphic Design Concentration</i> ), Dean's List	1990 - 1994
<b>PANAMSAT CORPORATION</b> <ul style="list-style-type: none"> <li>• PanAmSat Global University 2005 – Leading Teams and Communication</li> <li>• Awarded two "On-The-Spot" Awards in recognition of outstanding individual performance one presented by CEO of PanAmSat, one presented by Human Resources</li> <li>• Presented with 2005 PanAmSat Global Marketing Support Award</li> <li>• Presented with an Achievement Award for "An Outstanding Example of Graphics Excellence" in the 64th Annual Graphics Art Award Exhibition, presented by the Association of Graphic Communications (AGC)</li> </ul>	2005 – 2006
<b>MEMBER</b> – PULSE New Haven Chamber of Commerce Young Professionals	
<b>MEMBER</b> – Connecticut Art Directors Club	

## **References**

Jodi Morelli, Principal  
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