



MARNI I. GALEF



*Marketing Professional with expertise in graphic design and branding.
Outstanding organizational skills, committed to excellent customer service and continuous quality improvements.
Able to multi-task with charm and grace.*

TECHNICAL EXPERTISE

◆ Adobe CS ◆ Power Point ◆ MS Office ◆ Quark XPress ◆ Website Design

Proven Experience:

- ◆ Collateral Material
- ◆ Art Buying
- ◆ Account Management
- ◆ Corporate Design
- ◆ Production
- ◆ Luxury Brands
- ◆ Ad Concepts
- ◆ Website design and development
- ◆ Multi-Media

PROFESSIONAL EXPERIENCE

THE ISRAEL CONFERENCE, Los Angeles, CA 2015-2016

Graphic Designer - In-house

A technology and business conference showcasing entrepreneurs and leaders of Israel-facing businesses from publicly traded to emerging growth to early-stage to start-ups in every industry. Produce and design Conference trade show, collateral and multi-media materials.

SPOTLITE AMERICA CORPORATION, Los Angeles, CA 2014 - 2015

Graphic Designer - In-house

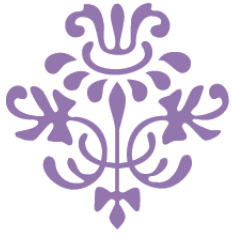
Spotlite LED is a complete line of high quality full spectrum LED Lamps with an impress color rendering index. Produce and design company's packaging, collateral and multi-media materials.

DOMINIQUE COHEN, Los Angeles, CA 2012 - 2013

Luxury Jewelry Design Company

Executive Brand Media Supervisor - In-house

- ◆ Review and maintenance of the corporate calendar, the CEO's personal calendar, and CEO's travel schedule. ie: setting conference calls, prepping travel itinerary and documents.
- ◆ Day to day execution/upkeep of all in house visual media needs including but not limited to: training packs, retail outreach editorial images, partner ads, brand ads, e-blast templates, line sheets, POS books, electronic invitations, media feed to social outreach, press/editorial images, product imageshoot, organize in our filing system, clean-up for online and system usage, quick product photo galleries, media links for large files, event posters, presentations, events, marketing materials.
- ◆ Coordination of communications for all above with brand team members, brand partners, brand suppliers, marketing sources, outsourced creative, social media outsource partner, website outsource partner.



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SMART BEGINNINGS, EASY PREVENTIONS, Los Angeles, CA 2010 - present

Director of Marketing and Fundraising

Non-profit program whose mission is to end the cycle of poverty, neglect, abuse, and teenage pregnancy.

Created logo and marketing materials. Developed website for foundation.

IVENER DESIGN GROUP, Pacific Palisades, CA 1990 - present

Art Director

Full service graphic design and marketing agency

Supervise and develop all new accounts from concept to final product. Oversee all employees [freelance illustrators, photographers and copywriters]. Design and market projects for a variety of clients including Fortune 500 companies:

Partial List of Recent Projects:

- ◆ DAVIDSON AND ASSOCIATES, INC. - Created packaging design, CD Roms, collateral material, and 300 page workbooks for educational software development company.
- ◆ THE PENINSULA HOTEL, Beverly Hills, CA - Implemented marketing specialty brochures and advertising campaigns during holiday Season, for leading five star international luxury hotel chain.
- ◆ INTERDENT, INC. - Created logo identity, packaging and product lines for international cosmetic dental industry manufacturer. Implemented and designed extraordinary marketing system [video jackets, counter cards, postcards, statement enclosures, brochures, displays]

PRIOR EXPERIENCE

CHIAT DAY, Venice, CA

Art Buyer

Global advertising agency

- ◆ Selected and purchased art both photographic and illustrative globally for client projects including: Nissan, Jack In the Box and Infinity.

EDUCATION

B.F.A. - Scripps College, Claremont, CA

- ◆ Double Major - Studio Art and Psychology
- ◆ Honors program in architecture and art history - Syracuse University, Florence, Italy
- ◆ Certification in Computer Graphics - UCLA Extension School of Visual Arts, Los Angeles, CA
- ◆ Advanced course work in Adobe CS

LEADERSHIP AND COMMUNITY EXPERIENCE

- ◆ CHARITABLE ACTIVITIES: The Venice Family Clinic, The Fulfilment Fund
- ◆ THE CLAREMONT COLLEGES LECTURE SERIES, Claremont, CA
Addressed 500 people at the Claremont Colleges. Lecture topics included: Working With A Passion and Artist Career Lecture Series, and Computer Graphics as a Career.

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