

David J. Petersen

61 Cherry Lane, PO Box 854 • Perryville, MD 21903-0854
(443) 693-7854 • david663@gmail.com • www.petersendesign.com

Experienced corporate communications professional seeking an opportunity with aspects of public relations, marketing communications, and community outreach. Selected capabilities include:

- Crisis Media and Media Relations
- Corporate Spokesman
- Government Affairs
- Graphic and Website Design
- Product Marketing Materials
- Technical Documentation
- Internal/External Communications
- Writing/Editing/Publishing
- Problem Solving

Employment History

<i>Merchandising Execution Associate</i>	The Home Depot Inc. District 27, Northern Baltimore, MD	Mar 2011 – Present
<i>Freelance Designer</i>	David J. Petersen Design Perryville, MD	Sep 2008 – Present
<i>Senior Communications Manager III</i>	Exelon Nuclear Pottstown, PA	Apr 2007 – Sep 2008
<i>Graphic Designer/Webmaster</i>	Corporate Distribution Ltd. Mechanicsburg, PA	Feb 2005 – Oct 2006
<i>Freight Team Associate</i>	The Home Depot Inc. Mechanicsburg, PA	Oct 2004 – Feb 2005
<i>Freelance Designer</i>	David J. Petersen Design Dillsburg, PA	Dec 2002 – 2007
<i>Marketing Communications Manager</i>	Corning Frequency Control Inc. Mount Holly Springs, PA	Feb 1998 – Dec 2002
<i>Assistant Art Director</i>	Waveline Direct Inc. Mechanicsburg, PA	Dec 1996 – Jan 1998
<i>Editor/Publications Coordinator</i>	Carlisle Productions Inc. Carlisle, PA	Jun 1992 – Nov 1996
<i>Retail Store Manager</i>	The Floppy Disk Inc. Mechanicsburg, PA	Feb 1986 – Jun 1992

Education

<i>Bachelor of Arts in Communications, Art Minor, Business Minor</i>	Messiah College, Grantham, PA	1991
<i>Project Management</i>	SkillPath Seminars, Mission, KS	1992
<i>Intermediate Microsoft Office</i>	Microsoft Certified Training, Camp Hill, PA	1999
<i>Crisis Communications Training and Workshops</i>	Eric Mower Associates, Syracuse, NY	2002
<i>Media Communications Training and Workshops</i>	Ammerman Experience, Stafford, TX	2007
<i>Leadership Development Program</i>	Tri-County Chamber of Commerce, Pottstown, PA	2008
<i>Small Business Development Center</i>	Cecil College, Elkton, MD	2010
<i>Web Technologies Certificate</i>	International Webmasters Association, eClasses.org, Pasadena, CA	2011

Security Clearance

<i>United States D.O.E. "Q" Clearance</i> (Equivalent to D.O.D. Top Secret Clearance with C.N.W.D.I.)	2007 – 2008
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Community and Professional Affiliations

<i>Volunteer</i>	Oxford Arts Alliance, Oxford, PA	2010 – 2011
<i>Committee Member</i>	Limerick Township Economic Development Council, Limerick, PA	2007 – 2008
<i>Committee Chairman</i>	Frick's Lock, Schuylkill River Heritage Area, Pottstown, PA	2007 – 2008
<i>Den Leader</i>	Boy Scouts of America, Keystone Council, Mechanicsburg, PA	2002 – 2004
<i>Member</i>	International Webmasters Association	1999 – 2012

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Highlighted Accomplishments

Merchandising Execution Associate

home improvement retailer

- Twice voted associate of the month by peers and team supervisors
- Leader of execution team for monthly merchandise resets, point of purchase graphics, and special projects
- Partner with store management for planogram integrity, product displays, and inventory control in four stores
- Primarily responsible for hardware, flooring, millwork, and building materials, but service all departments
- Offer customer service, project advice, and product sales in all departments, while completing assigned tasks

Freelance Designer/Consultant

marketing, communications, website design

- Develop and host websites in diverse industries, including content creation, copy writing, and user interface
- Create advertising collateral, brochures, stationary, logo design, promotional materials, technical documentation
- Search engine optimization, keyword placement, web analytics, content management, technical support
- Presented workshop on self-promotion for artists and entrepreneurs.

Senior Communications Manager III

utility/nuclear power

- Sole communications professional stationed at commercial nuclear power plant with over 700 employees
- Corporate spokesman, including crisis media management, press contact, and community liaison
- Member of local and regional teams for PR, communications, outreach, government affairs, EMS, and safety
- Coordinated and conducted plant tours and educational presentations for VIP guests, schools, and community
- Cultivated community advisory panel and relationships with local government and community agencies
- Managed, distributed, and promoted annual charity and community outreach budget of \$420,000
- Member of station's senior leadership team, reported directly to site vice president (senior corporate officer at site)
- Served with HR Manager as intermediary between employees, front-line supervisors, and corporate leadership
- Crafted key messaging, presentations, newsletters, press releases, internal and external communications

Marketing Communications Manager

electronics/telecommunications manufacturing

- Successfully managed contractors, vendors, services, and trade shows in 4 countries
- Purchased advertising and related services, managing \$250,000 global budget
- Active member of global cross-divisional communications teams for worldwide corporate initiatives
- Championed 6 successful international brand transitions, unifying global marketing programs
- Transitioned complex product catalog from print edition to CD-ROM with comprehensive website support
- Sole architect and webmaster for division's international web presence, including three top-down redesigns
- Developed innovative format for collaborative product technical specification guide still in use after 12 years
- Expanded and coordinated industry-leading product training program for over 175 strategic accounts
- Conducted manufacturing tours, presented corporate overviews, hosted visiting clients and vendors
- Authored press releases, product roadmaps, advertising collateral, presentations, and sales tools
- Continuously performed market research, customer analysis, competitive analysis, and web server analysis

Assistant Art Director, Designer/Webmaster

commercial digital/offset printing, fulfillment, distribution

- Supervised graphic artists, pre-press technicians, and service vendors, auditing process and quality
- Provided art direction, project management, and client fulfillment services
- Performed layout, pre-flight, imposition, proofing, direct-to-plate, and digital output of customer projects
- Increased efficiency and client base by establishing Acrobat electronic pre- and post-press workflow
- Administered servers, support of Windows and Macintosh applications, workstations, and end-users

Editor/Publications Coordinator

collector car/event promotion

- Supervised graphic artist and service vendors, coordinated all printed publications for managing editor
- Pioneered and championed company website, including content, design, hosting management, and promotion
- Designed and authored magazines, brochures, catalogs, newsletters, training, logos, and marketing materials
- Innovated key database-to-desktop publishing solution, saving time and cost while improving quality
- Created effective event registration computer system as multi-functional team member
- Co-managed collector car event show fields, with financial responsibility and authority for conflict resolution

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Technical Skills

- **Audio Visual Background** includes multimedia, broadcast radio, studio audio, studio video, location photo/video, video editing, still photography.
- **Commercial Arts Background** includes art direction, graphic design, direct mail, exhibit graphics, point-of-purchase materials, magazines, brochures, logos, and other marketing and advertising materials.
- **Commercial Printing Background** includes electronic prepress, publication imposition, page stripping, film imaging, color proofing, direct-to-plate output, direct-to-press output, bindery, collating, shipping and fulfillment.
- **Fine Arts Background** includes printmaking in the form of intaglio, collagraph, etching, engraving, and duotone photo etching. Art photography includes digital processing and high dynamic range.
- **Photography Background** includes event photography and studio photography. Includes both digital and traditional film techniques, with darkroom operations for black & white, color, kodalith, and infrared film.
- **Retail Services Background** includes store manager and sales positions in retail computer stores and retail menswear stores. Merchandising, sales, and inventory control experience in big box home improvement store and retail pharmacy/drug store. Direct sales experience in financial services industry.

Software

Experienced with a large number of applications used in graphics and business, including:

Act
Adobe Acrobat Professional
Adobe Dreamweaver
Adobe Flash
Adobe Illustrator
Adobe InDesign
Adobe Photoshop
CorelDraw
Data Conversion
Direct Mail
Document Processing
Enfocus Pitstop Professional
FTP
Google Analytics
HTML/XHTML/CSS
JavaScript
Lotus Notes
Lotus SmartSuite
Microsoft Access
Microsoft Excel
Microsoft FrontPage
Microsoft Excel
Microsoft PowerPoint
Microsoft Publisher
Microsoft SharePoint
Microsoft Visio
Microsoft Word
Optical Character Recognition
QuarkXPress
Quite Imposing Plus
Retrospect
Web Trends
WordPerfect

Hardware

Experienced with equipment used in all aspects of computing, graphics, and commercial printing, including:

Agfa Scanners
Amiga Computers
Apple iPhone and iPad OS Devices
Apple Macintosh Computers
Blackberry OS Devices
Cameras (Digital SLR)
Cameras (Film and Large-Format)
Cameras (Video and Digital Tape)
Canon imageRUNNER C2058 Digital Printer
Canon imageRUNNER I 110 Digital Printer
Canon imageRUNNER 7200 Digital Printer
Canon Inkjet Printers
CD/DVD Publishing and Duplication
Electronic Book Readers
Epson Inkjet Printers
Epson Scanners
Fiery RIP
Heidelberg Plate setter
Hewlett Packard Inkjet Printers
Hewlett Packard Large-Format Printers
Hewlett Packard Scanners
Linksys Routers
Netgear Routers
Novell Networks
Prinect Signa Station
Print-on-Demand
Unix-based Computers
Windows-based Computers
Windows Mobile
Windows Server
Xerox Solid Ink Color Printers