

## COMMUNICATIONS | DESIGN | GRAPHICS

3747 Valley Ridge Road | Dallas, Texas 75220  
(214) 793 9416



### Profile

Extensive experience with both print and Web design. Developed branded editorial publications for large and small companies. Created brand and corporate identities, Web sites, advertisements, and sales and marketing collateral in areas as diverse as real estate and medical industries.

Known for creativity, flexibility, and team building. Skilled at encouraging growth and increasing revenue by promoting sales and fostering open communications.

### Skills

Graphic Design	Adobe: Photoshop, Illustrator; Macromedia: FreeHand
Print Production	Adobe: InDesign, InCopy, Acrobat PDF; QuarkXpress
Web Design	Adobe: Dreamweaver, Flash, WordPress
Business	Microsoft: Word, Excel, PowerPoint, Producer, Entourage

### Career

#### Oser-Bentley Custom Publishers Publisher/Creative Director

2008 - Present

Establish new custom division in Dallas, TX for Tucson, AZ based specialty publisher. In first year cultivated accounts worth an excess of \$2 million.

- Research potential clients, develop presentation materials, and present concepts.
- Create new magazine parameters including title, design approach, and editorial content.
- Work closely with clients to establish editorial calendars, best practices, and work flows.
- Provide editorial and design direction to Tucson-based staff and freelance creative.
- Set up new office including locating office space, purchasing of furniture, equipment, software, and services.

#### QuestCorp Media Group, Inc. Creative Director

2005 - 2008

Provided leadership and creative vision for the company's growing family of custom publications representing more than \$3.5 million in annual revenue. Developed new custom magazine titles both internally and for external clients. Drove development of company's various marketing initiatives including branding, email marketing, and Web site.

- Managed six employees including designers, Web developer, and traffic coordinator.
- Oversaw all aspects of design for more than 4,500 editorial pages annually.
- Interpreted client's communication strategies and created custom communications aligned with those needs.
- Oversaw restructure of design department and transition from Quark to InDesign/InCopy work flow.
- Instigated best practices including design style guides, publication reviews, and improved work flows resulting in decreased turn times and a reduction in errors.

#### Physicians' Education Resource / Cancer Information Group Art Director

2002 - 2005

Supervised the development and production of five specialty-focused internationally peer-reviewed medical journals. Quickly promoted with duties expanded to more than 50 newsletter titles, Web-based initiatives, and international conference marketing.

- Managed 10 employees including designers, Web developers, and medical illustrator.
- Oversaw development and launch of new journal targeting supportive therapy, bringing the number of journals to six.
- Directed development of corporate Web sites including online registration for conferences, pay-per-view access to journal and newsletter materials, and coordination of online CME testing.
- Broadened the scope of corporate advertising materials and sales collateral.
- Instigated a wide range of systems and work flows to facilitate the timely and accurate publication of highly sensitive medical information in a fast-paced publishing environment.



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### Career (continued)

#### United News and Media, plc (Trader Publishing Company)

1988 - 2002

*Throughout tenure, consistently promoted to higher levels of responsibility within the various divisions of the company. Proven ability to foster strong team atmosphere, encourage growth, and increase revenues. Demonstrated ability to grasp new concepts and develop new product offerings.*

#### Marketing Director (1999 - 2002)

Oversaw the corporate image for group of 51 publications covering more than 180 markets nationwide. Coordinated all national advertising including print placement, national promotions, and trade shows.

- Managed five employees including regional managers, designer, and event coordinator.
- Directed production of corporate newsletters for both design and sales.
- Instrumental in million-dollar redesign and launch of corporate Web site.
- Administered budget in excess of \$500,000 for national trade shows and events.

#### Advertising Manager (1996 - 1999)

Developed award-winning media kit and other promotional materials. Oversaw design work of more than 60 graphic designers nationwide. Implemented creative and legal guidelines for development of marketing materials.

- Key role in development of ActivePhoto; \$488,000 revenue produced in first year.
- Liaison between national sales offices and regional production facilities.
- Implemented "Train-the-Trainer" program for design staff.

#### Corporate Promotions and Design Coordinator (1992 - 1995)

Key member of the corporate marketing department. Initiated concept and oversaw implementation of Current® audio-ad system creating \$10 million in annual revenue.

- Developed core concepts for corporate Web site taking all printed publications online, thus creating \$4 million in additional annual revenue.
- Active role in new-publications launch team responsible for the successful launch of five new titles; created direct mail and prelaunch marketing collateral and promotions.
- Created sales and marketing materials for 40 offices nationwide.

#### Senior Graphic Designer (1989 - 1992)

Responsible for the design of niche marketing for the apartment industry.

- Coordinated the successful merger of two competing publications.
- Improved market image and increased annual billing.

#### Electronic Prepress Specialist (1988 - 1989)

Oversaw transition of in-house production facilities from traditional to electronic prepress.

- Introduced digital typesetting utilizing Macintosh equipment; shortened production time and increased profit margins.
- Developed work flow processes for efficient production of multiple magazine titles increasing quality and productivity.

### Education

#### BFA, Advertising Design

Stephen F. Austin State University, 1987

### Additional Information

Excellent communication and math skills. Proficient in both Mac and PC environment. Strong leadership and team-building skills. Competent presenter and trainer.



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