

GAIL FLUG

Phone/Text: 516-449-4100 | Email: gail.flug@gmail.com
Online Portfolio: www.gailflug.com

SKILLS AT A GLANCE

- Adobe Creative Suite/Creative Cloud
- Pre-flight / Print Production
- Website Modification / WordPress
- Marketing / Branding
- Copywriting / Editorial
- MS Office Suite
- Event Planning and Coordination
- Photography / Image Editing
- Fact Checking / Proofreading

EXPERIENCE

Multifaceted professional specializing in:

- **Graphic Design / Advertising Copywriting /Marketing:** Created advertisements, web banners, brochures, social media posts, brochures, and catalogs, implementing strong conceptual layouts and typographical skills. Able to advise and generate ad copy to meet clients' needs.
- **Journalist / Photographer / Columnist:** Authored features, news reports, interviews, and reviews for print, broadcast, Internet, trade, and consumer publications. Photography for trade shots, client advertisements, and events.
- **Event coordination and administration:** Key person on staff in the planning, publicity, and execution of events and conventions. Designed signage, sponsorship collateral, programs, and print/social media materials. Organized patron information and logos. Directed personnel at events.

Member, Board of Directors / Graphic Designer, Rod Serling Memorial Foundation (March 2020 - present)

Non-profit 501c3 organization dedicated to preserving the works of Rod Serling (The Twilight Zone, Night Gallery)

- Designed and authored foundation promotional materials: *Dimensions Of Imagination Newsletter*, branded merchandise, and fundraising incentives using Adobe InDesign, Photoshop, and Acrobat.
- Committee member for SerlingFest annual convention and co-coordinator of Kickstarter campaigns.

Mechanical Technician / Label Designer, Thermo Fisher Scientific, Bohemia, NY (Temp - October 2021 – March 2022)

Global corporation serving medical / science industries for biotechnology development (Eli Lilly, Novartis, Pfizer, Vertex)

- Analyzed and produced pharmaceutical clinical labels, booklets and customized templates. Followed specifications provided, compliant with internal quality and manufacturing requirements.
- Utilized InDesign, MS, and TFS's proprietary software (CLPS, CMAP, databases) for formatting, FTP, and reference; Adobe World-Ready Composer to interpret Western and Eastern characters for foreign language panels.

Production Artist/ Page Designer, Anton Community Newspapers, Mineola, NY (July 2019 – March 2020)

Publisher of multiple community newspapers serving Nassau County

- Produced and designed 4 weekly publications using Adobe InDesign with style sheets provided by Anton Media.
- Collaborated with editorial department using Adobe InCopy to place content, and advertisement assets for 17 weekly publications.
- Delivered completed press ready PDFs to Daily News print facility via FTP transport protocol
- Archived PDFs for the company's digital library.

Marketing Coordinator, Family Residences Essential Enterprises, Old Bethpage, NY (January 2019- June 2019)

Non-profit supporting individuals with intellectual/developmental disabilities, mental illness, and traumatic brain injury

- Collaborated within the company's Development and Mission Advancement division. Performed graphic artist, copywriter, and photographer duties for administration of promotional collateral (flyers, internal announcements, posters, awareness infographics, corporate brochures, and advertisements) as needed for Family Residences Essential Enterprises (FREE) and its family of non-profit partners.

- Autonomously created FREE's monthly newsletter distributed throughout network and patrons via email, Constant Contact, and website upload.
- Captured still images and video of FREE's activities for press, social media, newsletter, and archive.
- Maintained and updated www.familyres.org of all marketing collateral, events, and employee directories.

Graphic Artist, All Island Media, Edgewood, NY (April 2012- January 2019)

Publisher of Pennysaver, Got It Local. Living Local, Trends

- Graphic artist/ graphic designer for award-winning, weekly shopper publications based in Long Island, California, and Maryland. Designed and revised advertisements (i.e. automotive, real estate, home improvement, restaurant, retail, etc.) based on clients' specifications.
- Produced effective ads for print and web quickly and efficiently within tight production deadlines.

Production Manager/Content Coordinator, Gannett, Farmingdale, NY (May 2009 – December 2011)

Publisher of Clipper North Shore Magazine, Home & Décor Ideas

- Supported to reinvent Clipper's North Shore edition assisting to increase customer base by 60% and advertising revenue by 70% within six months.
- Autonomously produced print-ready PDF advertisements, editorial and photographic assets. Amplified a personal assurance and alliance to customers while reducing the workload for staff artists and copywriters.
- Maintained Lancaster, PA corporate office interactions through email and company online server delivering ad copy, account data, model releases, and other materials to art department, traffic coordinators, and business administration.
- Managed local office ensuring all operations met deadline, followed copyright legalities, and adhered to company protocol.

Creative Director, Long Island Merchant Magazine, Farmingdale, NY (July 2007 -May 2009)

Upscale Lifestyle Magazine distributed to Long Island's North Shore, published 2008-2009

- Directed personnel to conceive, produce and launch seasonally published *Long Island Merchant Magazine* using Adobe Creative Suite. Produced advertisements, editorial content, and photography, conserving need and funds for outsourcing.
- Oversaw all pre-flight PDF print-ready formatting of processed and approved files to printer.
- Created and maintained Long Island Merchant Magazine's website, media kit, and marketing materials.
- Supervised and assigned freelance / contributing artists, proofreaders, photographers, and writers. Organized stock graphics library.

FREELANCE PAST / PRESENT CLIENTS

Graphic Design / Advertising Copywriting /Marketing: Behr's Children's Furniture, Seigerman's Furniture & Interior Design Center, One Ten Home Furnishings, The Showplace, Sofabed Etc. (Farmingdale, NY) Positive Promotions (Hauppauge, NY) Gusto Divino Trattoria (Seaford, NY), Krisch's Restaurant & Ice Cream Parlour (Massapequa, NY) 2 Happy Hippies (Deer Park, NY) Grand Slam Collectables (West Islip, NY)

AWARDS AND ACHIVEMENTS

- First prize winner for Best Newspaper Front Page Design in the 2020 Press Club of Long Island Media Awards.
- Designed all printed materials for "An Evening with Mariano Rivera" benefiting his foundation, LI2DAY, and Long Island Teen Challenge at Oheka Castle, November 2018.
- Radio broadcaster/producer at WBAB radio; international journalist/photographer for *Amazon.com, House Magazine, Cat Fancy, Goldmine, Newsday, Creem, Faces, Classic Rock U.K., Columnist for RAW U.K., Hit Parader, and Metal Edge.*

EDUCATION

- Suffolk County Community College, AA - *Communications and Media Arts*
- Continuing Education courses *MS Office, Adobe Creative Cloud*