

# GAIL FLUG

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Online Portfolio: www.gailflug.com

## GRAPHIC DESIGNER / MARKETING COORDINATOR / EDITORIAL PROFESSIONAL

Graphic designer with marketing, photography, copywriting and editorial experience. Proven ability to create a wide range of print and web-based material including advertisements, web banners, collateral, and catalogs, implementing strong conceptual layout and typographical skills. Able to advise and generate ad copy and artwork to meet clients' needs, retain corporate identity and increase sales.

## EXPERIENCE / SKILLS

- Adobe CS (v1 -v6) /Cloud
- Marketing / Branding
- Full Color Brochures and Catalogs
- Website Modification / Wordpress
- Photography / Image Editing
- Social Media / Public Relations
- Fact Checking / Proofreading
- Pre-flight / Print Production
- Copywriting / Editorial
- E-mail blasts
- Co-op Ad Coordination
- MS Office Suite

## WORK EXPERIENCE

**Mechanical Technician / Label Designer, Thermo Fisher Scientific, Bohemia, NY** (Temp - October 2021 – March 2022)  
*Global corporation serving medical / science industries; print production division prepares cataloging identification for biotechnology development (Eli Lilly, Novartis, Pfizer, Vertex)*

- Analyzed and produced various designs for pharmaceutical clinical labels and booklets following 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
- Customized templates required per project for size, text boxes, and page count

**Production Artist/ Page Designer, Anton Community Newspapers, Mineola, NY** (July 2019 – March 2020)  
*Publisher of multiple community newspapers serving Nassau County, Long Island, NY*

- Produced print-ready PDF files using Adobe InDesign with style sheets provided by Anton Media
- Collaborated with editorial department using Adobe InCopy to design content, edit digital images (Adobe Photoshop) and place advertisement assets for 17 weekly publications
- Delivered completed publications to Daily News print facility via FTP transport protocol
- Archived each pdf publication for company's digital library
- Demonstrated multitasking skills to meet specific internal and external deadlines

**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*

- Marketing Coordinator working within the company's Development and Mission Advancement division. Performed graphic artist, copywriter and photographer duties for administration of marketing collateral (flyers, internal announcements, promotional posters, corporate brochures and advertisements) as needed for FREE and its family of non-profit partners.
- Autonomously created FREE's monthly newsletter. Distributed Pdf throughout network via internal email, Constant Contact and website upload
- Assisted event (think tanks) and organizers; produced event journals, custom signage, tent cards and identification badges
- 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 and employee directories

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

*Publisher of Pennysaver, Got It Local. Living Local, Trends, Summer Magic, Holiday Magic, Spaces*

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

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

*Publisher of Clipper North Shore Magazine, Home & Décor Ideas*

- Assisted supervisor to reinvent *Clipper North Shore Magazine*. Increased customer base by 60% and advertising revenue by 70% within six months.
- Autonomously produced print ready pdf advertisements, in addition to the editorial and photographic assets, which amplified a personal assurance and alliance to customers while reducing the workload for Clipper Magazine's 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.*

- Assisted publisher to conceive, produce and launch *Long Island Merchant Magazine*, published seasonally
- Designed and created advertisements using Adobe Creative Suite. Produced in-house editorial content and photography, conserving need and funds for outsourcing
- Oversaw all pre-flight 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 EXPERIENCE**

Graphic Artist / Photographer / Advertising Copywriter /Social Media: Print-ready print and web artwork and /or ad copy for various companies on a retainer or project basis. Current / past clientele includes: An Evening With Mariano Rivera (Charity Event at Oheka Castle November 2018), Home Furnishing Design & Décor, Gusto Divino Trattoria (Seaford, NY), Krisch's Restaurant & Ice Cream Parlour (Massapequa, NY), One Ten Home Furnishings, Seigerman's Furniture & Interior Design Center, Sofabed Etc., Behr's Children's Furniture, Grand Slam Collectibles, All Music, Berger Bros. Camera

Journalist / Photographer / Columnist: Contributed features, interviews, reviews and/or photographs for multiple Internet, trade and consumer publications including House Magazine, Amazon.com, Cat Fancy, Goldmine, Newsday, Classic Rock. Columnist for magazines RAW, Hit Parader and Metal Edge.

## **VOLUNTEER WORK**

Rod Serling Memorial Foundation, Binghamton, NY (March 2020 - present)

*Non-profit 501c3 organization dedicated to promote and preserve the works of Rod Serling (i.e. The Twilight Zone, Night Gallery)*

- Designed and authored articles to foundation newsletter, *Dimensions Of Imagination*
- Developed branded merchandise items for sale and/or promotional incentives
- Consulted and advised foundation officers on fundraisers and membership events

## **AWARDS AND ACHIVEMENTS**

- First prize Winner for Best Newspaper Front Page Design in the 2020 Press Club of Long Island Media Awards
- Elected to Board of Directors, Rod Serling Memorial Foundation, March 2021
- News Coordinator / Talent Liaison for specialty radio show on WBAB-FM, Babylon, NY
- Liner notes/photography appeared on various charting albums
- Hosted, programed and produced for internet radio show, Metal Filings
- Quoted in numerous books including: *Bon Jovi - The Story*, *The Art Of Metal*, and *Lifting Shadows: The Authorized Biography of Dream Theater*