

Teri Lee Langdon

Innovative self-starter with in-depth experience leading the development of creative visions for marketing and advertising campaigns aimed at enhancing brand identity and generating revenue, while maintaining compliance with budget and time line constrictions. Keen attention to detail and superior client services skills leveraged in identifying needs and evaluating project specifications in accordance with industry and corporate standards.

STRENGTHS

Image Advertising Campaigns | Custom Photography | Typography | Art Direction
Photo-Manipulation & Retouching | Excellent Written & Communication Skills

PROJECTS

Design & Production of Annual Reports, View Books, Magazines, Newsletters, Brochures, Catalogs, Direct Mail, etc. | Photography | Web Site Design & Development | Email Blasts, Digital Banners and Social Media Display Ads | Billboards & Signage

COMPUTER/TECHNICAL SKILLS

Mac OSX, Software: Adobe Creative Suite Software (Photoshop, Illustrator, InDesign, Bridge, Acrobat, Dreamweaver) Other Skills: Printing Background, Some HTML/CSS & jQuery

INDUSTRY EXPERIENCE

Banking & Financial Institutions | Healthcare & Rehabilitation | Schools & Colleges
Consumer Products & Services | Architecture & Real Estate Developers | Equine Marketing

WORK HISTORY

Cavallino Communications Santa Ynez, CA - 1986 TO PRESENT Launched print-focused full-service advertising agency providing branding and corporate identity solutions as well as custom photography, typography, and print production. Directed all facets of operations and startup initiatives including client acquisition, financial management, design and production. Assumed additional role as print broker for large and small business clients. Maintained successful entrepreneurial venture for 23 years.

Pacific Capital Bancorp Santa Barbara, CA | 2009 TO 2013

Collaborated with bank executives in development of creative vision and design concepts for advertising and print campaigns. Conceptualized and executed advertising and print campaigns as well as all marketing collateral for five banks (Santa Barbara Bank & Trust, First Bank of San Luis Obispo, First National Bank, South Valley National Bank, and San Benito Bank). Ensured compliance with budget restrictions and corporate standards across 48 bank branches.

PORTFOLIO

Samples can be viewed at www.cavallinocommunications.com