

DESIGN

PRINT PUBLICATIONS

ads | magazines | features
cover stories | departments

BRAND DEVELOPMENT

social media | marketing
client initiatives | logos
collateral materials

COPY WRITING

cover slugs | headlines
ad | marketing | email blasts

CONFERENCE MARKETING

booth design | banners
posters | programs
promotional dvds

FREELANCE

advertising | direct mail
social media
invitations | party swag

PRODUCE

MAGAZINES PRE-PRESS

coordinate materials
from ad clients, freelancers,
service & print providers

PRODUCTION

coordination | layout
of editorial & advertising

POST PRODUCTION

delivery & verification

WEBSITE

content | ads | wordpress
dreamweaver | magento

PRESENTATIONS

special event & marketing:
powerpoint | iDVD

COMPUTER-BASED TRAINING

interface & content design

DIRECT

PHOTO SHOOTS

direct & manage:
photographer | stylist | models
fashion | lifestyle | product
corporate & industrial

POST-SHOOT DIRECTION

photo retouch | color correct
issue theme & concept
covers | features | departments

MANAGE

STAFF

graphic designers | freelancers
models | talent | agents
location: medical & studios
stylists | photographers
hair & makeup | lighting

TEAM

coordination of:
managing & regional editors
marketing department

ADVERTISING

coordinating and designing
weekly ads for placement
with outside publications

THE GENESIS

Columbia College Chicago
1993 - 1994 • Bachelor of Arts

U of Illinois Urbana-Champaign
1990 - 1993 • Journalism Major

BIGFUNCREATIVE.COM

BFC626.COM

PAWPRINTSLA.COM

LA + Chicago

April 2014 - Present

**PRODEGE/
SWAGBUCKS**

El Segundo, CA

Nov. 2016 - JULY 2018

MONTHLY TARGETS

Hermosa Beach, CA

Aug. 2015 - Oct. 2016

**TOTAL CORPORATE
SOLUTIONS**

Torrance, CA

Feb. 2015 - Aug. 2015

SCHAWKI!

Chicago, IL

Mar. 2013 - Mar. 2014

**GANNETT
HEALTHCARE
GROUP**

Hoffman Estates, IL

Mar. 2008 - Mar. 2013

PINK MAGAZINE

Chicago, IL

Oct. 2005 - Feb. 2008

**CREW
BAR + GRILL**

Chicago, IL

May 2004 - Oct. 2005

**LAWRENCE RAGAN
COMMUNICATIONS**

Chicago, IL

May 2000 - Oct. 2003

DUBLIN GROUP

San Francisco, CA

May 1998 - Oct. 1999

WORKSMART, INC.

Chicago, IL

Nov. 1996 - April 1998



BOBBY FORD CIOFFI

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EXPERIENCE

MY HATS



ART DIRECTOR



DESIGNER



ARTIST



MANAGER



COPY WRITER



MARKETER



RETAILER



PHILANTHROPIC
FUNDRAISER &
DONATOR

SKILLS

CREATIVE DIRECTION	●●●●●
ILLUSTRATOR	●●●●○
INDESIGN	●●●●●
JIRA	●●●●○
MAILCHIMP	●●●●●
PHOTOSHOP	●●●●●
POWERPOINT	●●●●○
SLACK	●●●●●
SOCIAL MEDIA	●●●●●
WORDPRESS	●●●●○