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OBJECTIVE

I possess the knowledge, skills and experience to propel an organization that demands a market leadership position and champions nothing less than excellence in their communications. My abilities differentiate me from my competition. I am highly successful with both business and creative processes and challenges, as well as, embracing new technologies and media as they emerge. I have been responsible for annual budgets reaching \$3.5 million annually. The foundation of my expertise has been built upon years as an agency principal/creative director, communications design firm owner, department manager within a corporate environment and my formal education as a design professional.

EXPERIENCE OVERVIEW

Business Level

Experienced in all aspects of running a marketing communications business:

- Building an innovative and responsive creative team
- Building account management, new business and support teams
- Negotiating and acquiring office space, utilities and all of the necessary office accouterments
- Designing and implementing business systems:
computer network, accounting + time-tracking, file back-up and archiving, new business database
- Developing the means to promote the business:
promotional mailings, seasonal promotional objects, company web site
- Negotiating and selling a marketing communications business
- Re-tooling an established marketing communications business to meet the needs the current business environment

Prospect/Client Level

Experienced in prospect/client management from both the account and creative sides:

- Developing and conducting firm capabilities presentations
- Creating project proposals, processes and long-term schedules
- Presenting project work, discussing the impact and intricacies, establishing next steps, steering the project to completion
- Conducting follow-up project review meetings
- Acting as firm liaison between client and creative teams

Project Level

Experienced in all aspects of the creative process from creative director to designer:

- Creative directing and designing overall marketing systems
- Creative directing and designing individual components of a marketing system
- Overseeing the print production process, establishing specifications, assessing estimates, supervising the process from proofs, to press to bindery, to the final destination
- Overseeing the building of Web site and new media projects from concept to launch to regular updating

WORK EXPERIENCE**EYMER. llc**Cohasset MA | **2004-present****owner | creative director**

EYMER. llc is a full-service marketing communications firm that conducts business through a network of independent, senior-level marketing professionals.

EYMER clients include:**ATG, Inc.** | Cambridge MA

ATG is the premier provider of personalized cross-channel commerce software and services. For the past 5 years, eymer. llc has been ATG's out-sourced marketing communications firm

projects include:

Insight Live, annual ATG User Conference 2006 | 2007 | 2008 | 2009 (online):
Conference visual identity, promotional and display materials (online/offline)
Corporate Print Collateral System (ongoing), Corporate Web Site (ongoing),
Event Display Graphics (ongoing)

Blue Cross and Blue Shield of Massachusetts | Boston MA**projects have included:**

The Blue Cross and Blue Shield Web Site of the Future

- Conceptual presentation for BCBSMA Senior Management Team
- Creation of Site Development RFP and initial vetting of agency candidates

Blue IQ: Print On-Demand Project

- Conceptual presentation for BCBSMA Senior Management Team

cMarket | Cambridge MA

cMarket is the leading charity auction service trusted by more schools and nonprofit organizations than any other provider.

projects have included:

Corporate Identity Program, Printed Collateral Materials System, Corporate Web Site,
Direct Mail Campaign

FetchDog | Portland ME

FetchDog provides an online community and a dog products source for dog-lovers
Onsite Creative Director, for Web Site and Online Marketing Programs | 02.2009-10.2009

PARTNERS+simons

(Eymer Design Laboratories @ PARTNERS+simons)

Boston MA | **2000-2004****Principal | Creative Director** (online communications, graphic design, and corporate identity programs)

In 2000, Eymer Design was purchased by PARTNERS+simons and transformed into Eymer Design Laboratories @ PARTNERS+simons, the graphic design and online communications wing of New England's largest privately owned marketing communications firm. Agency sales in excess of \$10 million annually. I was responsible for approximately \$3.5 million budgeted revenue.

PARTNERS+simons clients included:**Iron Mountain Incorporated** | Boston MA

Iron Mountain is the World Leader in Information Management Services

projects included:

Corporate Web Site, Corporate Print Collateral System

Blue Cross and Blue Shield of Massachusetts | Boston MA

BCBSMA is Massachusetts's largest health insurance company

projects included:

Corporate Web Site Redesign, Online Marketing Campaigns/Microsites,
Online Advertising Campaigns

Applied Biosystems | Foster City CA**projects included:**

Corporate Identity and Graphic Standards Program,
Online Marketing Campaigns/Microsites, Online Advertising Campaigns

Colliers International | Boston MA

Specialists in Commercial Real Estate

projects included:

Corporate Web Site, Corporate Print Collateral, Print Advertising

Eckert Seamans Cherin & Mellott, LLC. | Pittsburgh PA

Eckert Seamans is a national full-service law firm based in Pittsburgh, with two offices located in the Pittsburgh area and eight other offices located throughout the Eastern United States.

projects included:

Law Firm's Web Site

Eymer DesignBoston MA | **1989-2000****Partner | Creative Director**

Co-founder of graphic design firm involved in a wide variety of marketing communications projects ranging from corporate identity systems, product packaging, printed marketing collateral, direct mail initiatives, annual reports, Web sites and online marketing campaigns. Company philosophy was based on a problem-solving approach to meeting client's marketing objectives.

- Responsible for new business development.
- Prepared proposals and established project schedules and budgets.
(Annual Sales in excess of \$1.5 million)
- Directed and supervised marketing communications projects from conceptualization to completion.
- Implemented and maintained time tracking and accounting systems.

Eymer Design clients included:**Blue Cross Blue Shield of MA** | Boston MA

Annual Reports: 1992, 1993, 1995

Hasbro, Inc. | Pawtucket RI

Mr. Potato Head, an Easy-Bake Oven, Web Sites

Kay-Bee Toy Stores | Pittsfield MA

Corporate Print Collateral Materials

Talbots, Inc. | Hingham MA

Visual Development of the Talbots Kids brand

SilverStream Software | Burlington MA

Product Packaging, Print Collateral, Web Site Design, Direct Mail Campaigns, Event Graphics

McGlinchey & Paul AssociatesLexington MA | **1986-1989****Designer Director**

Joined the high technology marketing communications firm to create, implement and manage the creative services department.

- Set the objectives for creative department.
- Directed the creative process for all design projects.
- Interviewed, hired and supervised a department of five.
- Computerized the department.
- Participated in new business development.
- Prepared proposals and established project budgets.
(Annual Sales in excess of \$500k annually)
- Evaluated department profitability on a monthly basis.
- Maintained complete client contact.
- Reported directly to agency principals.

McCormack & Dodge

(Dun & Bradstreet Software Services Inc.)

Natick MA | **1985-1986**

Senior Graphic Designer

Senior member of the creative department for in-house communications department, responsibilities included the creation, development and implementation of high quality marketing and communications materials.

Responsible for creating the image for all corporate marketing materials including: brochures, posters, direct mail, videos, computerized presentations.

Selame Design Associates

(BrandEquity)

Newton MA | **1984-1985**

Graphic Designer

Member of design team responsible for the creation and development of corporate identities, graphic standards manuals and packaging.

clients included:

Amoco, Fram Oil Filters, Kodak, Pinkerton, SKOK Systems, Veryfine, The Yankee Companies

EDUCATION

Rochester Institute of Technology

Bachelor of Fine Arts, Graphic Design

Rochester NY | **1981-1984**

Edinboro State College (Pennsylvania State System)

Communications Graphics, major

Edinboro PA | **1979-1981**

PHILANTHROPY

Cohasset Education Foundation
board member

State of Massachusetts Cultural Council
member

Scituate/Cohasset Youth Football League
board member

Business Seminar Series
The Patriot Ledger, Randolph MA
lecturer

Professional Education Courses for Professional Development
The Ad Club, Boston MA
lecturer

Creative Club of Boston
past president and board member

ProBono Foundation
co-founder

PUBLICATIONS

2004

The Era of "Slideware" by D.C. Dennison
The Boston Globe

2002

Balancing Graphics and Content: When Enough is Enough by Steve Lawton
New Media: The Magazine for Creators of the Digital Future

2000

Designs on Eymer by Rebecca Flass
ADWEEK: cover story

PowerPoint Nation by D.C. Dennison
The Boston Globe

1999

Get Noticed! Self-Promotion for Creative Professionals by Sheree Clark and Kristin Lennert
North Light Books: publisher

1993

Eymer Design's Experiments by Pat Knapp
How Magazine

1989

Minding the P's and T's of Designing Corporate Literature by Lou Boasi
Graphic Design:usa

PROFESSIONAL RECOGNITION

of abilities by the most prestigious professional publications and organizations such as:
American Institute of Graphic Arts (AIGA), *Communication Arts*, *HOW*, and *Print*

REFERENCES AVAILABLE UPON REQUEST.