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**SUMMARY**

Broadly experienced art director... from concept-to-print, branding development, corporate collateral, advertising and marketing campaigns, packaging design, to large format environmental graphics for trade shows and museum environments. An accomplished creative conceper, graphic designer, project manager, and certified internet webmaster. Best put, I am a visual problem solver. My strong interpersonal and communication skills allow me to articulate and effectively present concepts to both internal and external stakeholders. I thrive in creative, collaborative environments.

**TECHNICAL QUALIFICATIONS**

Adobe CC, Quark, Microsoft Office, working knowledge of Dreamweaver and QuickBooks.

**EXPERIENCE**

Freelance Art Director/ Exhibit Designer Stan Cain Design & Consulting, Long Branch, NJ 2006 – present  
Art directing and consulting. Concept-to-print, digital pre-press pro. New corporate identity and collateral development, trade advertising campaigns, packaging design, direct mail, large format print, museum exhibitions, and internet design. Extensive experience as exhibit designer/preparator, special event logistics, and webmaster. Clients: PAK Manufacturing (identity, medical collateral, trade show). NJ Healthcare Facilities Financing Authority (identity, trade show, collateral and annual reports). Hartford Family Foundation (exhibit, catalog, web design). Monmouth Museum (exhibit design/preparator). Datamatics Management Services (branding, print, trade shows, web launch). Monmouth County Historical Association (exhibit design/preparator).

Art Director Pasch Consulting Group, Eatontown, NJ 2009 – 2015  
Marketing lead for 50 person digital marketing agency. Developed creative strategies and 360° marketing campaigns, which included design support (branding, logo development, power points, info graphics, web banner retargeting, trickle email campaigns, social media platform art, web landing pages) across multiple channels. Heavy publications. Custom event (trade shows, awards, training conferences and educational courses) support.

Exhibit Graphics Manager/ Art Director Exhibitgroup/Giltspur, New York, NY 2000 – 2006  
Developed all in-house marketing materials and special projects for RFP and new client pitches. Managed the 2D Graphic Design department, reporting staff of 3. Extended client brands to immersive, experiential, 3D environments for the largest custom trade show and museum design/build firm in the US. Developed sales tool budgets and schedules, coordinated vendors, some travel. Clients: Samsung, LG, Avaya, Jaguar, Fuji, American Museum of Natural History, Pro Football Hall of Fame.

Creative Director Lanmark Group, Eatontown, NJ 1988 – 1995  
Developed creative strategies, concepts, and budgets. Defined target audiences, steered vehicles and established copy platform. Raised the bar on excellence. Reporting staff of 10. Heavy client contact, travel, budget and deadline intensive. Location and studio photo shoots. Clients: Bausch & Lomb, Pelton & Crane, Ceramco, Block Drug, Concurrent Computer, Hoechst Celanese.

**ADDITIONAL EXPERIENCE**

- DoD security clearance
- Environment: Former chairman, Long Branch Environmental Commission, secured Jackson Woods Green Acres grant
- Renovator: Part-time landlord for 23 years, upgraded 7 residential and 2 commercial units in Long Branch, NJ

**EDUCATION / CERTIFICATIONS**

BFA Bachelor Fine Arts, Advertising Design Syracuse University, Syracuse, NY  
CIW Certified Internet Webmaster Brookdale Community College, Lincroft, NJ  
AA Associate of Arts, Photography Brookdale Community College, Lincroft, NJ