

The Short Story...

EXPERIENCE

SENIOR ART DIRECTOR

KathodeRay Media, Inc. - Catskill, NY
2017 – Present

MARKETING DIRECTOR

Carluccio, Leone, Dimon, Doyle & Sacks - Toms River, NJ
June 2016 – 2017

ART DIRECTOR

Regal-Lith Printers - Forked River, NJ
2008 – 2016

ART DIRECTOR AND OWNER

Profile Design Inc. - Forked River, NJ
1996 – 2002

JUNIOR ART DIRECTOR

West Group Communications, New York, NY
1992 – 1996

EDUCATION

BACHELOR OF FINE ARTS

in Graphic Design

Trenton State College, NJ, 1992

SKILLS

Organization & Time Management are KEY

PROFICIENT

Adobe InDesign

Adobe Illustrator

Adobe Photoshop

Adobe Premiere

Canva

Microsoft Word

PowerPoint

Excel

Andra
CARLOTZ

Ready to see my
full portfolio?

AudraPortfolio.com

The Looong Story...

SENIOR ART DIRECTOR

KathodeRay Media, Inc. - Catskill, NY

November 2017 – Present

Responsibilities:

- Creative direction and visual design, creation and implementation of all materials (print, video, digital, social)
- Oversee freelancers or other team members to keep on top of deadlines, combining their strengths with my own to ensure timely deliverables and keeping the projects as cost efficient as possible.
- Facilitate client requests, assigning tasks and checking the statuses of outstanding tasks that are completed by team members, such as social posts, advertising, SEO reports, and more.
- Facilitate, and oversee the quotes and final printing (including ensuring quality) of all materials.

Audra joined our team in 2017 with over 25 years hands-on design experience – creating visual marketing and advertising materials that connect with viewers and create action. Her designs have been instrumental in the success of consumer campaigns, professional services promotion, business-to-business marketing, and not-for-profit awareness. She has an extensive background in print production, as well as creating infographics that visually convey highly technical concepts and data. Her versatility makes her elegant designs effective in all types of media: from print ads to posters, brochures & billboards; from websites and digital display ads, to engaging social media posts, online publications, presentations, and resources.



Mark A. Gustavson

Executive Vice-President,
Strategic Development
KathodeRay Media

MARKETING DIRECTOR

2016 – 2017

Carluccio, Leone, Dimon, Doyle & Sacks - Toms River, NJ

Responsibilities:

- Rebranding of the law firm and redesign of the website.
- Create and manage the development of all marketing collateral for the law firm as a whole and each individual practice area. Including brochures, flyers, printed and digital advertising, create and produce a quarterly newsletter.
- Manage the online presence for 15 attorneys and the firm as a whole (social media; Lawyers.com, Martindale-Hubbell, etc.) as well as in printed publications.
- Coordinate, facilitate and photograph firm special events.

ART DIRECTOR

2008 – 2016

Regal-Lith Printers - Forked River, NJ

Responsibilities:

- Provided design and layout solutions for logos, and printed materials such as business cards, brochures, posters, pamphlets and books.
- Consulted with the account representative of the commercial printing business to insure that the clients' design expectations were met.

ART DIRECTOR AND OWNER

1996 – 2002

Profile Design Inc. - Forked River, NJ

Responsibilities:

- Interacted directly with clients to insure that their project expectations were met creatively, cost efficiently and on time.
- Provided design and layout solutions for logos, and printed materials such as business cards, brochures, posters, pamphlets and books.
- Organized production and delivery to meet specific deadlines.
- Prepared electronic files for print production.
- Checked and approved proofs before print.
- Directed pricing, sales and set credit terms.
- Reviewed sales reports and financial statements.
- Measured productivity and cost efficiency.
- Maintained smooth daily operations.
- Grew a successful, profitable, small business.

JUNIOR ART DIRECTOR

1992 – 1996

West Group Communications, New York, NY

Responsibilities:

- Provided design and layout solutions for logos, and printed materials such as business cards, brochures, posters, pamphlets and books.
- Consulted directly with the account representatives and clients
- Prepared electronic files for print production.
- Checked and approved proofs before print.

Ready to see my
full portfolio?

AudraPortfolio.com

audratren@comcast.net

609.713.8519

References available upon request.

A small sample...



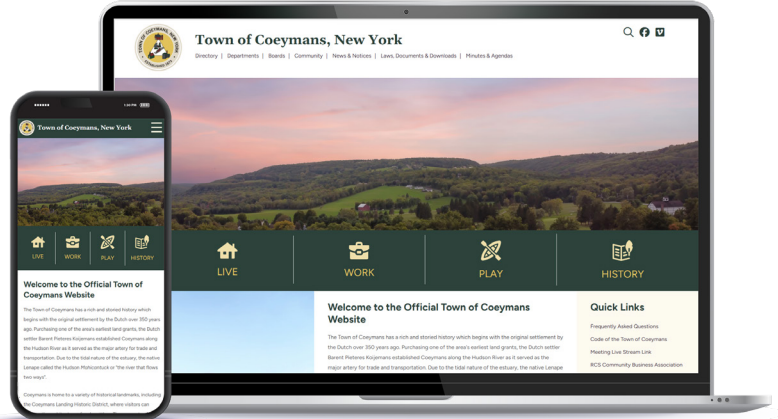
Thirsty for a New Opportunity?

Craft Your Future in Greene County, NY

- Source 100% New York State Ingredients
- Affordable Maker-Spaces
- Thriving Craft Beverage Destinations

BUY IN INVEST GREENE GREENE
InvestInGreene.com

Learn how to turn your passion for craft beverages into a dream business!



Prestige IRON DOORS
LOCAL, RESPECTED AND VETERAN OWNED SINCE 2003

See Our Instant Online Quote Process!
PrestigeIronDoors.com • 855.767.2837

Rockland County Mental Health Resources for Children & Adolescents

BHRT/CARE TEAM
Crisis Response 24/7 Availability • Care Team Ages 0-21
(845) 517-0400

Emergency Departments	Inpatient	Intermediate Levels of Care	Clinical Outpatient	Community Resources
Montefiore Nyack Emergency Department 160 N. Nyack Avenue Nyack, NY 10959 (845) 566-2000	Rockland Children's Psychiatric Center (RCPC) No direct admission, must go through Emergency Department (845) 480-4000	RCPC Intensive Day Program (IDP) Beverly 5-5 (845) 742-7548 Madelineburg School #12 (845) 823-0905 School admission only	Adrienne Behavioral Health Haver, Armonk, Poughkeepsie (845) 455-5232 Ally Haley Spring Valley (845) 351-0300	Rockland Council on Alcoholism and Other Drug Dependence (RCADOD) Substance use prevention programs (845) 215-1788
Good Samaritan Emergency Department 255 Liberty Avenue Suffern, NY 10985 (845) 348-5529 Psychiatric Services (845) 494-6178	Four Winds Hospital Direct admission and Emergency Department referral (845) 742-8131	Arden Services Partial Hospitalization Program (PHP) Ages 11-17 Appears on referral (845) 465-4444	Frederick Clinic Suffern (845) 358-5222 Hillside Healthcare Nyack, Haverstraw (845) 358-9700	PRISM Rockland Teen and parent support groups (845) 328-3737
Westchester Medical Emergency Department 181 Wood Road Valhalla, NY 10595 (914) 493-7307	Westchester Medical Center Behavioral Health Unit No direct admission, must go through Emergency Department (914) 493-7307	Spring Valley (845) 351-0300 VCS Mental Health Clinic New City (845) 634-5720	CANDLE Health Clinic New City (845) 634-6277	NAMI Parent/Caregiver support groups and helpline (845) 328-3737
		The Dutch Shalom Center Suffern (845) 323-8900	CHRB Behavioral Health Services of Putnam Health Center Putnam (845) 352-4800	Hornerow Center Substance use prevention programs, counseling and medication services (845) 429-6731

Don't know where to start?
Call SPOA (Single Point of Access)
Erica Martinez
(845) 364-2345

Rockland County Department of Mental Health • (845) 364-3111 • www.rocklandcountyny.gov/departments/mentalhealth

Chautauque Area Regional Transit System

A Division of Chautauque County Department of Public Facilities

CHQ TRANSIT
Rider Handbook & Route Schedules
chqgov.com

North County 716.366.4500 South County 716.665.6456 Toll-Free 800.388.6534
234 Hopkins Ave. Jamestown, NY 14704
Jamestown bus hub is located at 245 East Third Street, Jamestown, NY 14704 - No public parking available at this location
The buses will enter the parking lot off of Pinedergast Ave. and exit the parking lot onto 3rd Street.

The Olde Tater Barn
Rustic + Refined
The Olde Tater Barn is a place of 12 rustic barns, converted from a 19th-century farmstead. The barns are surrounded by rolling hills, forests and water. The outdoor setting is perfect for your wedding ceremony.

Don't let Fentanyl be the hidden killer.

Get the tools
FREE Naloxone
Fentanyl

91% of overdose deaths in Greene County in 2022 involved Fentanyl.

Fentanyl is hiding in the drug supply.
It's added to Heroin, Cocaine, Methamphetamine, Amphetamine and pills, leading to unexpected overdoses and deaths.