

# 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

Ready to see my  
full portfolio?

[AudraPortfolio.com](http://AudraPortfolio.com)

**Audra**  
CARLOTZ

# The Loooong 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 &amp; 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](http://AudraPortfolio.com)[audratren@comcast.net](mailto: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!

The Town of Coeymans has a rich and diverse history, which begins with the original settlement by the Dutch over 300 years ago. Purchasing one of the area's earliest land grants, the Dutch settler Barent Pietersz Kuykeman established Coeymans along the Hudson River. The name Coeymans is derived from the Algonquian language and means "the river that flows west".

**Prestige IRON DOORS**  
LOCAL, RESPECTED AND VETERAN OWNED SINCE 2003

• Veteran Owned  
• Florida Approved  
• Chosen by W

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**  
Montefiore Nyack Emergency Department (845) 349-2000  
Good Samaritan Emergency Department (845) 577-1701  
Psychiatric Screeners (845) 499-4279

**Emergency Department**  
Westchester Medical Center (914) 473-1095  
(914) 473-7297

**Inpatient**  
Rockland Children's Psychiatric Center (845) 423-0400  
Four Winds Hospital (845) 734-0100  
Westchester Medical Center Hospital (914) 473-8151

**Intermediate Levels of Care**  
Rockland Children's Psychiatric Center (845) 423-0400  
Four Winds Hospital (845) 734-0100  
Westchester Medical Center Hospital (914) 473-8151

**Clinics/ Outpatient**  
Rockland Adolescent Behavioral Health Program (845) 423-0153  
Hillside High School K-12 (845) 423-0153  
Four Winds Hospital (845) 734-0100  
Westchester Medical Center Hospital (914) 473-8148

**Community Resources**  
Rockland Council on Alcoholism and Other Drug Dependencies (RCADD) (845) 215-9788  
Avalon Center (845) 351-0000  
Fleary Center (845) 354-2322  
MHIA Westchester (914) 341-0700  
Severety Center (845) 286-2210  
CANDLE Mental Health Clinic (845) 424-1111  
The Denech Shulay Center (845) 424-2300  
CMB Behavioral Health Services at Monsey (845) 352-4800

**Ask us for a flyer**

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

**Rockland County** Rockland County Department of Mental Health • (845) 364-2391 • [www.rocklandcounty.gov/departmentofmentalhealth](http://www.rocklandcounty.gov/departmentofmentalhealth)

Chautauqua Area Regional Transit System  
A Division of Chautauqua County Department of Public Facilities

**CHQ TRANSIT**  
Rider Handbook & Route Schedules  
chegov.com

North County 716.366.4500 South County 716.655.6456 Toll-Free 800.388.6534  
234 Hopkins Ave Jamestown, NY 14701  
Jamestown bus hub is located at 216 East Third Street, Jamestown, NY 14701 - No public parking available at this location  
The buses will enter the parking lot off of Frenderdale Ave, and exit the parking lot onto 3rd Street.

North County 716.366.4500 South County 716.655.6456 Toll-Free 800.388.6534  
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CHQ TRANSIT

**The Olde Tater Barn**

**Rustic + Refined**  
This rustic estate is nestled amidst rolling fields, farmland and forests. The authentic, exquisitely refined barn, coupled with tranquil and romantic surroundings makes this the perfect destination for your wedding journey.

Celebrating LOVE

The Olde Tater Barn is a place of "I Do's" ceremonies.

**Don't let Fentanyl be the hidden killer.**

Get the tools  
FREE Narcan  
Fentanyl  
GreeneGovernor  
Greene

**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.