



chuck ramsay

write | photograph | design

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See some of my work at
www.chuckramsay.com

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Profile

Retired marketing communications and PR pro: director level – proficient in graphic design, feature writing, copywriting, photography, direct mail, integrated media, art direction, event management, media and print buying and budget formulation. Wants to work for you on print and online publishing projects. Possesses exceptional managerial skills for projects, budgets and personnel.

Experience

Bar Association of Metropolitan St. Louis – Director of Communications
TriStar Property Associates, commercial real estate developer, Director of Marketing Communications.

Parts & People, automotive aftermarket trade publication
(www.partsandpeople.com). Contributing feature writer, photojournalist, and advertising sales agent.

Freelance creative services – writer/editor, graphic designer, photographer, web designer, and direct mail consultant.

Thomas Construction/ThermoView Industries – Director of Advertising
Aon Innovative Solutions/Aon Warranty Group – Marketing Services Manager
MagneTek Motors & Generators – Marketing Communications Manager
LCOMP, Inc. – Director of Advertising

Education

St. Louis University – B.A. Communications, Cum Laude. Advertising and Public Relations.

Texas A&M – Graduate seminars in Wholesale Distribution

Continuing education

Meramec Community College – Dreamweaver and Flash;

Nikon Pro Photography seminars

Adobe Creative Suite seminars

Ongoing independent study and seminars about techniques, processes, software, solutions and media strategies

Competencies

Works well with business executives, engineers, and marketing managers to understand their communications needs and translate into clear, concise and compelling messages.

Develops winning strategies and creative concepts for branding, print advertising, trade shows and special events, public relations, direct marketing, web and online marketing.

Experienced in all phases monthly trade publications as managing editor, feature writer, layout artist and typesetter, and photographer.

Photography – studio and location, digital processing for print or web, social media

Front end web design – Using Adobe Muse and some third-party web interfaces.

Supervision of creative and production staff to maximize message continuity, quality and productivity; plus hands-on ability to individually produce all creative.

Works well with outside vendors to maximize their contribution, while minimizing project costs.

Fluent in Adobe CC – InDesign, Photoshop, Illustrator, Lightroom, Muse, Acrobat Pro; Microsoft Office – Word, Excel, PowerPoint; Filemaker and others.

References

Available upon request.
