

## Publication Production

Looking for a results and goal-oriented manager for your production department? With almost 30 years of experience in publishing production and a keen understanding of how to take advantage of technology in order to remain competitive, I will prove to be an asset to your company.

Look at an example of some of the bottom-line results I accomplished in my recent and past positions:

- 100% reduction in staff turn-over
- 75-80% reduction in prepress related cost
- 50% reduction in turnaround times
- 30-40% print related cost reductions
- 6% improvement in revenue ratios due to cost improvement

Recently, I was employed with a business-to-business publishing company where I was directly responsible for the production, ad traffic, prepress & creative departments. My responsibilities also included budgeting, quality control and managing relations with all publication printers. Partly as a result of cost saving programs initiated by me, Hoyt was able to launch a for-profit association currently in its third profitable year.

My resume attached outlines the depth and breadth of my experience and accomplishments. I would appreciate an opportunity to meet and talk with you about how I can contribute to the continued success at your company

Sincerely,

Gilbert Muñoz

# Gilbert Muñoz



420 Thistle Lane ♦ Lake Zurich, IL 60047

Home Phone: 847-540-8126 ♦ Mobile Phone: 708-380-6930 ♦ Email [gxmunoz@sbcglobal.net](mailto:gxmunoz@sbcglobal.net)

## ◆ PROFILE

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Results and goal-oriented director/manager with over 30 years of publishing production experience, offering marketing/sales support in a consultative role. An effective team builder with exceptional record for achieving results in timely delivery of product, improving profitability and customer satisfaction.

## ◆ WORK HISTORY

Mar. 2002-  
June 2006

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*Director of Graphic Production/Hoyt Publishing Co., Skokie, IL*

Responsibilities:

Manage production and prepress for three monthly magazines and six annual directories. Also, manage creative department and quotes for all projects developed through the creative dept. Negotiate with vendors, including printers, mail houses.

Accomplishments:

- Developed in-house prepress department
- Established PDF/X-1a workflow
- Developed network file-server structure and identified strategies for basic archive and daily back-up procedures of servers and desktops
- Developed one-time method for digitizing 10 years worth of magazines' content for new revenue stream
- Negotiated contracts with publication printer
- Established creative department
- Negotiated agreement with reprint vendor to develop proactive reprint revenues

1998-Oct. 2001

*Production Director/Cahners Reprint Services, Des Plaines, IL*

Responsibilities:

Improve production processes for delivery of reprints in print and digital formats for over 100 magazines. Manage production staff of four production managers. Negotiate with print vendors/pricing and schedules.

Accomplishments:

- Improved access to internal content across WAN and DAM systems
- Reduced turnaround of individual reprint orders by 50%
- Reduced staff turnover 100%
- Independently implemented hi-res PDF workflow for proofing and print production of all reprints

1983-1998

*Director of Graphic Production, Cahners Business Information, Des Plaines, IL*

Responsibilities:

Manage staff of as many as 24 graphic artists; budget for fiscal operation; develop and maintain internal production schedules for 30+ publications; provide technical support to edit and design staffs; negotiate with printers and separators on scheduling, pricing and procedures.

Accomplishments:

- Specified and implemented a full service, state of the art, in-house prepress facility resulting in a substantial savings
- Specify/ coordinate all facets of on-site production of trade show daily newspapers
- Involved in client and agency contact providing production and manufacturing support for collateral revenue generating projects
- Member of Cahners Electronic Pre-Press Committee
- Was instrumental in implementing and maintaining electronic publishing system (MAC/Quark) resulting in reduction in costs

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## ◆ WORK HISTORY, continued

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1979-1983

*Supervisor of Graphic Production, Cahners Publishing Company, Chicago, IL*

### Responsibilities:

Supervise keyline artists, typesetters, proofreaders and darkroom. Worked with outside vendors

### Accomplishments:

- Specified and implemented an in-house typesetting system for Chicago and Boston divisions resulting in substantial reduction in outside typesetting costs.

1978-1979

*Typesetting and Darkroom Supervisor, Cahners Publishing Company, Chicago, IL*

### Responsibilities:

Supervise typesetters, proofreaders and camera operators. Worked with outside vendors.

### Accomplishments:

- Specified and implemented an in-house dark-room resulting in substantial reduction in outside photostat and film costs.

*Prior work experience available upon request.*

## ◆ EDUCATION

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Received certificate from Rochester Institute of Technology/Color Theory

Received certificate from Rochester Institute of Technology/In-house typesetting

Oakton Community College

## ◆ REFERENCES

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Available upon written request.