

## **Joseph J. Kniola**

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### Objective:

I am seeking principal production and project management positions. I have an extensive background working with various advertising agency clients to professional pharmaceutical advertising and health care organizations. Direct oversight in managing assignments to completion.

### Production Manager

Corbett Accel Healthcare Group, Chicago, IL (a marketing communications company)

2007-2009

- Managed the creation of print and digital interactive projects
  - Collaborated with creative teams and outside vendors
  - Initiated cost effective alternatives, including changing and evaluating paper stock and printing methods
  - Worked with account teams on developing strategy consistent with marketing goals in the therapeutic areas of psychiatry, ophthalmology and dermatology
- Production and project manager resource for the agency
  - Awarded vendors through a competitive bidding process
  - Primary contact with client studio representatives of pharmaceutical companies
  - Conducted portfolio reviews for art directors and copy writers with design studios
- Familiar with medical/legal reviews of pharmaceutical advertising
  - Executed client production guidelines
  - Met production time lines by following the agency's "best practices" standards
  - Kept the production budget within scope of a project
- Production manager for Iris (the clinical trials business unit of Corbett Accel Healthcare Group)
  - Implemented postal and mailing regulations
  - Utilized specialty codes in direct mailing campaigns
  - Complied with HIPPA standards when contacting patients through direct mail

### Account Representative

Schawk/Giannini Imaging, Chicago, IL

2003-2006

- Assisted sales teams with multiple accounts and projects
  - Supported sales initiatives with thorough account service
  - Worked closely with clients and internal teams to complete projects on time and within budget
- Produced advertising products for national accounts, including Starbucks, McDonald's, Hyatt and JCPenney
- Managed production processes and virtual work flow
  - Implemented cost saving' measures
  - Scheduled and coordinated press checks and client meetings ensuring quality control

### Account Representative

Vertis/Revere Graphics, Chicago, IL

1999-2002

- Increased sales through consistent customer service, expanded client database and increased exposure with new and inactive clients
- Worked with multiple advertising agencies such as JWT, FCB, C-K and Y&R
- Managed and streamlined production work flow

Account Representative

Quebecor Imaging, Schaumburg, IL

1998-1999

- Principal contact for prepress, design and photography accounts
- Directed jobs through production by scheduling and preparing data
- Coordinated production between various printing and finishing facilities
- Worked with designers and photographers in planning and design

Production Operator

Rider Dickerson, Chicago, IL

1997

- Brought prepress agency processes into traditional printing plant work flow
- Improved customer service by simplifying production process
- Assisted management in merger of Lake Shore Imaging with Rider Dickerson

Customer Service/Project Coordinator

Wace, USA/Seven Worldwide, Chicago, IL

1991-1997

- Developed and directed designs for various corporate clients
- Principal prepress production management on national accounts, including Ameritech, Quaker Oats, Philip Morris and Dean Witter
- Met demanding time lines with immediate turnaround
- Worked closely with management, sales team, buyers and designers

Technical Coordinator

Foster Printing, Michigan City, IN

1991

- Quality control and quality assurance of job assembly, including the process of film duplication, color proofing and proofreading typeset copy
- Project managed and executed various projects

Instructor

Prarie State College, Chicago, IL

1990-1991

- Taught and developed graphic design curriculum
- Stressed the fundamentals of design, specifically grid systems and typography
- Designed, assembled layout and proofread projects

Advertising Director

Financial Federal Trust & Savings Bank, Orland Park, IL

1986-1989

- Directed advertisements from concept through production
- Responsible for advertising budget
- Coordinated multimedia advertising for the subsidiary - Financial Investment Development Corporation
- Print and media buyer

B.F.A. Graphic Design

Indiana University

Bloomington, IN