

RICHARDSON (DICK) THOMAS

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PROFILE

More than 20 years of successful management experience in graphics and print production for advertising, sales promotion and marketing projects. Extensive industry experience as a team leader in retail, food, television, radio, automotive, banking and electronics. Demonstrated expertise in the following areas:

Printing	Negotiating	Management
Color Reproduction	Scheduling	Budgeting
Typesetting	Operations	Audio Visual

EXPERIENCE **John & Low and Company** **2003-2009**

Production Manager

- Directed production associates to procure costs and produce multiple collateral print projects.
- On schedule and within budget for this full-service ad agency.
- Organized department's responsibilities to maximize efficiency and scheduling.
- Reduced costs on advertising and promotion budgets by bidding projects competitively.
- Produced an average of 26 million free standing inserts, 800 thousand handbills and 1,000 posters per week each year for major client ALDI Foods.
- Created shipping lists for 500 newspapers, and produced direct mail pieces and other print materials.

Seattle Sutton Healthy Eating **2001-2002**

Customer Service

- Worked with a franchise on customer sales and delivery for this dietary service.

Classic Residence by Hyatt **1999-2001**

Freelance Production

- Trafficked and coordinated print projects with outside vendors, including direct mail, brochures and sales sheets for this provider of retirement residences.

Cramer-Krasselt **1998-1999**

Production Manager

- Responsible for LaSalle Bank, Air Tran airlines and Transitions eyewear accounts for this full-service ad agency.

The Food Group **1996-1998**

Production Manager

- Responsible for major accounts including General Mills, Sara Lee, American Egg Board and Ecolab in this marketing agency.

David Cravit Advertising **1993-1995**

Production Manager

- Directed production of publication ads, outdoor boards, posters and direct mailers.
- Handled print advertising for Barton Brands and Montgomery Ward.

Eisaman, Johns, & Laws **1990-1992**
Production Manager

- Managed the purchase of all production services to create promotion materials for Motorola, Chicago Cadillac Dealers, Chicago and Denver Chevrolet Dealers, as well as WGN-TV, WLUP and KKBT radio.

N W Ayer Advertising **1980-1989**
Production Coordinator

- Managed production/traffic on all print advertising for Kraft Foods, Illinois Bell, Dremel Tools, John Deere and Citicorp.
- Received agency's highest honor in 1984--annual Chairman's Award.

Marshall Field & Company **1975-1980**
Asst. Advertising Production Manager

- Supervised a staff of four production associates.
- Coordinated production of advertising and promotion pieces between writing and art departments.

WGN Radio & TV **1972-1974**
Sales Presentation Writer

Freelance Work: **1995-1997**

Frankel & Company
Traffic Coordinator

- Worked on the United States Postal Service account.

Graphics Management, (a division of R R Donnelley)
Production Manager

- Bid out collateral print projects for pharmaceutical client.

The Quaker Oats Company
Promotions & Graphics Manager

- Coordinated graphic production of free standing inserts for all product lines.
- Oversaw an average of 30 production assignments per week, managing competitive bids.

Mobium (a division of R R Donnelley)
Production Manager

- Purchased printing on the McGraw Hill account.

EDUCATION **Ohio University:** B.S. in Communications **1972**
Major: Radio and Television.

TRAINING **Dale Carnegie Training:** Effective Speaking & Human Relations, 14 week program