

RANDY GUIDRY

163 Tara Drive
Cookeville, TN 38501
931-526-3752 · randy@randyguidry.com
931-544-1046 (Mobile)
Online Portfolio: www.randyguidry.com

GRAPHICS DESIGN / PRODUCTION MANAGEMENT EXECUTIVE

Dynamic and dedicated executive-level graphics design and production management executive with 10 years of experience in magazine and website design and production, currently pursuing a career in electronic media management, including website design and management, print media design and management, and interactive technologies. Proven track record for developing business plans in emerging technologies, ensuring World-Class client relations and business partner relationships. Well-versed in all facets of graphics, design, prepress, and third-party printing procedures, including but not limited to:

- Magazine Layout / Design
- Website Development
- Printer Relations / Quality Control
- Web Conferencing
- Client Communications
- Workflow Management
- Creative / Technical Writing
- Presentation Development
- Department Management
- Sales/Marketing Collateral
- Association Relations
- Sales Training

EDUCATION:

Tennessee Technological University – Cookeville, TN – Graduated 1997, *cum laude, In Cursu Honorum*
Major: English, Minor: History, GPA: 3.6
Cookeville High School – Cookeville, TN – Graduated 1992

PROFESSIONAL EXPERIENCE:

2005-Present
Communications Coordinator
Averitt Express – Cookeville, TN

About the company: Averitt Express is one of America's top 30 freight transportation companies, with over 7,000 associates from Seattle, WA, to Puerto Rico.

Primary Responsibilities and Accountabilities:

- Internal Communications, including electronic newsletters, a newly-designed associate website, corporate website and other communications for Averitt's 7,000+ associates.
- External Communications, including customer presentations, video production and print production for sales and marketing collateral as well.
- Management of emerging technologies, including electronic marketing, website analytics, and targeted marketing initiatives
- Oversight of web conferencing solution used for online meetings, associate training, and speedy information distribution over a large network of associates nationwide.
- Development of and Management of multiple websites developed in-house.

PROFESSIONAL EXPERIENCE: (cont)*1997-Present****Vice President of Production******The Trades Publishing Company – Crossville, TN***

About the company: The Trades Publishing Company is a 20-year old publishing firm which is the masthead for five unique monthly trade industry buying guide publications including *The Resort Trades*, *Resort Trades' Management & Operations*, *The Golf Course Trades*, *The Park & Recreation Trades*, and *The Landscape Architect Trades*.

Primary Responsibilities and Accountabilities:

- Direct and manage Production department of 5 production employees and 1 web programmer to produce 5 monthly trade industry magazines plus 7 internet websites.
- Communicate daily with national client base for development of new advertising campaigns and revisions to existing advertisements on file.
- Work with prominent writers and business owners in various trade industries to develop quality editorial content for publication, and ensuring on-time delivery of editorials and photography in order to meet deadlines for publications.
- Develop Trades Publishing Marketing Campaigns in print and online in order to improve client perception of the company and, in turn, increase advertising sales.
- Develop a unified collection of Sales and Marketing collateral materials for sales team to use in sales presentations to clients and Publishing magazines plus Trades Publishing Corporate website with experienced website programmer.
- Maintain relationships with related Professional Associations and Association personnel in industries in which The Trades Publishing Company published magazines.
- Attend Tradeshows and Conventions held by Associations in the trade industries in which The Trades published magazines, including meeting with existing and potential clients and attending seminars to assist in maintaining proper direction of publications.
- Develop new workflows that incorporated new procedures, including website maintenance, to reduce errors in publication, both in print and online.
- Produce original written content for self-promotional materials and technical editing and writing of original content for product reviews and company profiles.
- Proofread each of 5 monthly magazines before sending to third-party printer to reduce errors and limit the need to send replacement pages after proofing by printer.
- Report to Publisher regarding status of publications and Production Department employees.
- Maintain comprehensive deadline calendars for all personnel in Production, Sales, and Administration.

VOLUNTEER EXPERIENCE*2001-present****BSA Cub Scout Pack/Boy Scout Troop 196, Cookeville, TN*****Primary Responsibilities and Accountabilities:**

- Served boys in grades 1-5 as Cubmaster and also Assistant Den Leader for packs of 35-50 boys, leading activities and giving direction in outdoor activities and program planning.
- Managed and Directed District outdoor campouts and activities, with between 120 – 250 boys from Upper Cumberland area Cub Scout Packs.
- Served as Assistant Scoutmaster to boys in Troop 196

TECHNICAL SKILLS/EXPERTISE

Graphics Design/Layout

QuarkXpress 6.0 -----Advanced

Adobe InDesign CS3 -----Advanced

Adobe Acrobat 8.0-----Advanced

Enfocus PitStop Pro -----Advanced

Photo Editing

Adobe PhotoShop CS3 -----Advanced

Vector Art

Adobe Illustrator CS3 -----Advanced

Adobe Streamline -----Advanced

Website Design/Programming

Adobe Dreamweaver CS#-----Advanced

Office Software

Microsoft Office -----Advanced

Audio/Video/Interactive

Adobe Audition -----Intermediate

Adobe Premiere -----Intermediate

Macromedia Flash MX -----Intermediate

REFERENCES

Steve Leddy

BB&T – Legge Insurance

Cookeville, TN

(931) 526-2191

leddy4@frontiernet.net

Clay Vetter

BSA Troop 196

Cookeville, TN

(931) 265-5753

vetter5@frontiernet.net

Joe Hill

Hill’s Pest Control

Cookeville, TN

(931) 260-5255

joehill@frontiernet.net