



Lazarus Chernik

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Objective

- To succeed where others fail and drive forward when others falter. To develop the highest caliber web sites, tools, software, brands, campaigns, and projects for the greatest success for my clients in the marketplace.

Employment History

- **2007-09 Senior Internet Creative Director** **Zimmerman & Partners Advertising**
Ft. Lauderdale, FL - Built new Web Design and Development department from scratch for top 15 ranked Ad Agency (in billings). Staffed, equipped, developed all new processes and documentation, and trained 100+ account services professionals and administrative staff in Internet Advertising, Marketing and Web site design and development. Exclusively managed internet marketing efforts of a Fortune 500 client with \$100+ million marketing budget.
- **2005 Chief Creative Officer** **MedSpa Technologies/Sleek MedSpa**
Boca Raton, FL - Developed and managed marketing plan and corresponding creative brief for seven divisions of health/beauty company. Primary entity is national chain of MedSpas with forward thinking marketing plan that included cross-media campaigns (TV, Radio, Print, and Web) driving direct marketing leads (call-center). Responsibilities were wide ranging, including developing and executing business plan for new consumer-information portal and the design and development of multi-unit web-based POS software for the MedSpa industry.
- **2003 Owner/Creative Director** **Valkyrie Design Group**
Boca Raton, FL - Launched new full-service Advertising Agency (TV, Radio, Print, and Web) focused on delivering highest-caliber Return-On-Investment driven campaigns. While in operation, I was the driving and creative force behind successful new brands and the powerful reformulation of existing brands. Clientele ranged across beauty/fashion, technology, real estate, retail and business services.
- **2002 Creative Director** **USTender, LLC**
New Jersey - Purchased, staffed, trained and managed Art Studio for unique (patented) global market research firm. Successfully led studio to coordinate and produce over one million catalogs per month with supporting "retail-emulating" web-site and advertising. Market planning and creative brief provided by Marketing Director. 50% managing full-time staff.
- **2002 Substitute Professor** **Pratt Institute of Art & Design**
- **1999 Creative Director** **ASC Technologies, Inc.**
Oversaw offices in both NYC and Stamford, CT - Staffed, trained and managed Web Design Studio for national Web Development firm. Pioneered the design and implementation of the web-development process including time lines, communication procedures and Return-On-Investment accountability procedures. Numerous dramatic successes including a \$3 Million start-up that successfully lobbied for changes in Federal Legislation and a \$150,000 web-site sold for \$110 Million.
- **1998 Graphics Instructor** **Skidmore College CCI**
- **1997 Creative Director** **Dura-Ware Co. of America, Inc.**
Shared credit with Marketing Director for increasing company gross revenue by 27% in a 14-month period. Purchased and managed award-winning Art Studio for internal Marketing Department. Produced all advertising, collateral, product designs, label designs, catalogs, sale sheets and more.
- **1994 Freelance** **Various Agencies & Clients**
Highly sought-after and highly paid consultant for choice advertising campaigns. Worked with the best, for the best. Fortune 500 clients. (Agencies include: Deutsch, Grey, RSCG-Euro, MJB Marketing, etc.)

Education

- **1994 Pratt Institute of Art & Design - B.F.A. Advertising Art Direction [sub Computer Graphics]**

Management Skills

- Client Satisfaction
- Internal Communication
- Organizational Maps
- Hiring
- Team Direction
- Team Motivation
- Creative Direction
- Art Direction
- Documentation

Project Management Skills

- Winning Creative Presentations
- Creative Briefs
- Sitemaps
- Wireframes
- Information Architecture
- Application Design
- Widget/Gadget Design

Creative Skills

- Advertising
- Creative Direction
- Art Direction
- Brand Identity Design
- Web Design/Development
- Application Design/Development
- Interactive Design
- Typography
- Photography & Direction
- Product/Package Design
- Catalog (Monthly) Management
- Illustration & Direction
- Copywriting
- Script Writing
- Storyboards
- 3d Modeling/Texturing
- Animation & Direction
- Video/film & Direction
- and much more...

Computer Skills

- Photoshop
- Flash*
- Dreamweaver*
- Visual Studio
- Fireworks*
- Illustrator*
- InDesign
- Acrobat
- ImageReady*
- 3d Studio Max, et. al.
- SQL Server 2000-8
- Microsoft PowerPoint*
- Microsoft Word
- Microsoft Access
- Microsoft Excel
- Microsoft Project
- Microsoft Visio

Languages

- ASP.NET VB and C#
- PHP
- ASP, JSP and Cold Fusion
- SQL and MySQL
- HTML, JavaScript, AJAX
- ActionScript 2 & 3
- A little Spanish and Icelandic