



# Lazarus Chernik

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## Objective

- My objective is to develop the highest caliber brand campaigns for the greatest success in the marketplace.

## Employment History

- **2005 Chief Creative Officer MedSpa Technologies/Sleek MedSpa Salary: Profit-sharing**  
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) and multi-tiered retail promotions driving direct marketing leads (call-center). Responsibilities were wide ranging, including developing and executing business plans for new consumer-information portal and the design and development of multi-unit web-based POS software for the MedSpa industry. Was also responsible for hiring Marketing Managers to execute developed plans.
- **2003 Creative Director Valkyrie Design Group Salary: Profit-sharing**  
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 Salary: \$60k + incentives**  
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 Instructor Pratt Institute of Art & Design Rate: \$35/hr**
- **1999 Creative Director ASC Technologies, Inc. Salary: \$105k + bonuses**  
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 Rate: \$35/hr**
- **1997 Creative Director Dura-Ware Co. of America, Inc. Salary: \$42k + bonuses**  
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 Rate: \$65/hr**  
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**

## Creative Skills

- Advertising
- Art Direction
- Brand Identity Design
- eBusiness Development
- Web Design
- Interactive Design
- Product/package Design
- Catalog Monthly Management
- Trade Show Booth Design
- POP Design
- Illustration & Direction
- Typography
- Press Proofing
- Die Design
- Digital & Marker Comps
- Photography & Direction
- Copywriting
- Script Writing
- Storyboards
- 3d Modeling
- 3d Texturing
- Animation & Direction
- Video/film & Direction
- and more...

## Important Software

- Quark XPress\* (17)
- Photoshop\* (17)
- Illustrator\* (15)
- Dreamweaver MX\* (8)
- InDesign (4)
- Acrobat (11)
- ImageReady\* (8)
- Flash\* (6)
- Fireworks\* (6)
- Director
- Cold-Fusion Studio
- 3d Studio Max, et. al.
- SQL Server 2000
- Microsoft PowerPoint\*
- Microsoft Word
- Microsoft Access
- Microsoft Excel
- Microsoft Project
- Microsoft Visio

## Operating Systems

- MacOS [up to X.3]
- Windows [up to XP Pro]
- Linux and RedHat

## Languages

- ASP.NET VB and C#
- PHP
- ASP
- Cold Fusion
- JSP
- SQL and MySql
- HTML
- JavaScript
- ActionScript

## Hardware & Peripherals

- Servers
- Print Servers
- PDAs
- Digital Cameras
- Scanners
- Laser Printers
- Ink Jet Printers
- Thermal Printers
- Large Format Printers
- Video Cameras
- Projectors,
- CD/CDR/CDRW
- DVD/DVDR/DVD-ROMS
- Zip, Jazz, etc