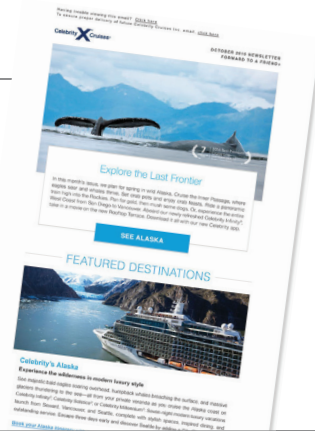


JEFF BORG

SENIOR MARKETING CREATIVE

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SUMMARY

CREATIVE DIRECTION

Brand voice and image for cosmetics and pharmaceuticals advertising, catalogs, and packaging.

EDITORIAL

Copy and editing in all channels to market Celebrity Cruises, brand and promotions. Management of destination guides for publishers including Miami Herald Media, marketing Miami, Bermuda, and a dozen Caribbean resort associations and tourist boards. Editorial management for consumer electronics, cosmetics, and pharmaceuticals. Copy for Costa Cruises email, airline magazine features, and vacation catalogs.

DESIGN

Art direction of guide books for Riviera Maya and other Caribbean destinations. Design and production of direct mail, catalogs, newsletters, PoP, and packaging for AT&T, its Caribbean resort partners, and several brands of cosmetics, pharmaceuticals, technologies, and issues.

SALES

Startup of print production firms, with clients including AT&T. Startup of a telecom sales office, with clients including Bank of America. Programming of relational databases for estimating, invoicing, and asset management.

APPLICATIONS

Adobe InDesign, Photoshop, and Illustrator. Microsoft Word and Excel. FileMaker Pro.



PROFESSIONAL

CELEBRITY CRUISES

Premium brand of Royal Caribbean Cruises, Miami: Writer/editor 02/2015 to present.

Generate brand and promotional content for landing pages (celebrity.com), email, social media, direct mail, ads, and advertorial. Market upscale cruise vacations on 10 premium ships and three specialty yachts visiting 300 destinations. Highlight the stylish design, inspired cuisine, and intuitive service.

DS HEALTHCARE

Developer of consumer products, Miami Beach: Creative director 04/2013 to 10/2014, managing editor 09/2009 to 03/2013.

Marketed five brands with 128 SKUs of topical treatments, pharmaceuticals, and supplements, helping grow revenue from \$3.5 million to \$11.7 million during the startup's first three years as a public company. Created the corporate ID program. Wrote press releases. Developed and programmed relational database systems for asset management and regulatory reporting.

Wrote and edited long-form copy for web pages and product inserts and short-form copy for packaging, catalogs, and ads. Designed and produced packaging, catalogs, and ads in multiple languages for Australia, Brazil, Canada, China, Egypt, the European Union, Korea, and Mexico.

HCP MEDIA / MIAMI HERALD MEDIA

Custom publishing unit of the newspaper publisher, Miami: Senior editor 03/2008 to 09/2009.

Managed editorial for tourist guides and web sites of resort associations and destination marketing organizations, including Miami, Bermuda, Curaçao, Riviera Maya, Jamaica, and Saint Martin (experiencedestinations.com).

Controlled budgets and schedules. Assigned and edited copy. Sourced images. Proofed layouts. Before working on staff, wrote and photographed features for the in-flight magazines of TACA and American Eagle airlines. After leaving the staff, continued to write or edit sections of the destination guides for Bermuda, Jamaica, and Greater Miami and the Beaches.

AQUENT

Creative services, Plantation, Florida: Copywriter 09/2007 to 05/2008.

Wrote email to promote the featured sailings of Costa Cruises. Wrote catalog copy to market premium holidays for Continental Airlines Vacations.

ACLU OF FLORIDA

Nonprofit defender of civil liberties, Florida: State board member 03/2010 to present. Greater Miami Chapter president 12/2012 to 12/2015 and board member 03/2002 to present.

Design and produce ACLU's leading chapter newsletter, *The Flame*, via print and web (miami.aclufl.org). Chaired the Greater Miami Chapter as president for three years. Chaired the state public policy committee for two years.

GRAPHIC ARTS NETWORK

Print brokerage and graphic design firm, Miami: Owner 01/1988 to 12/2008.

Started the business. Managed sales, creative, production, and purchasing of prepress, paper, press, and postpress. Created publications and direct mail for clients in travel, telecommunications, software, consumer products, and advocacy.

For AT&T Direct service, designed PoP materials for Caribbean hotels and resorts including Inter-Continental, Marriott, and Sandals. Grew AT&T's Latin American revenue for 12 years.

For Americatel, created direct mail, PoP materials, and ads to market international long distance to US Hispanics. Helped transform the client from a \$12 million telecom boutique in 1997 to a \$300 million common carrier in 2002.

For Miami Herald Media and other publishers, wrote, edited, or designed for the destination guides of Miami, Jamaica, Belize, and Riviera Maya, and the magazines of TACA and American Eagle airlines.

GRAPHNET

Data communications, New York City: Florida/Georgia district manager 09/1983 to 12/1987.



Opened the Miami sales office. Sold funds-transfer, investment-banking, and messaging services to international banks. Led the team that won Bank of America Global Investment Banking Group and C&S International Bank — two of the company's largest accounts.

MEDIA MASTERS

Advertising agency, Gainesville, Florida: Owner 07/1978 to 10/1982.

Created and placed print, radio, and television advertising, targeting college students for consumer electronics.

EDUCATION

DALE CARNEGIE SALES COURSE

Miami: Sales-talk champion. Learned principles of direct selling, now used for copy and design as well as sales.

UNIVERSITY OF COLORADO

Boulder, Colorado: College of Environmental Design. Learned the problem-solving design process for more effective solutions in graphic, product, architectural, and urban design.

MIAMI DADE COLLEGE

Kendall, Florida: Associate in arts / architecture. Studied design under practicing Miami architects. Edited *Catalyst*, the award-winning South Campus newspaper. Won Sigma Delta Chi journalism scholarships. Elected student body president.

MIAMI PALMETTO SENIOR HIGH

Kendall, Florida: Diploma. Edited *The Panther*, an award-winning student newspaper. Won the American Newspaper Publishers Association Journalism Award for Best Editorial of the year. Nominated for *The Miami Herald Silver Knight* award in the field of journalism.

PORTFOLIO

TRAVEL MARKETING

Artboyz.com/TravelMarketing

TRAVEL PUBLISHING

Artboyz.com/TravelPublishing

CONSUMER PRODUCTS

Artboyz.com/ConsumerProducts

TECHNOLOGY

Artboyz.com/TechnologyMarketing

ISSUE ADVOCACY

Artboyz.com/IssueAdvocacy

RÉSUMÉ

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