

# JEFF BORG

## MANAGING EDITOR / ART DIRECTOR

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### OBJECTIVE

Create publications, digital media, ads, and packaging to market travel, consumer products, and issues.

### SKILLS

#### EDITORIAL

Manage content for publications, web, email, and social media. Write copy in advertising or editorial style. Create and manage relational databases.

#### GRAPHICS

Design publications, pages, and ads. Create illustrations. Photograph and retouch images. Engineer packaging. Manage production.

#### MARKETING

Develop new publications, web sites, and products. Pitch new business.

#### SOFTWARE

Wield Adobe InDesign, Photoshop, and Illustrator, and FileMaker Pro. Use Adobe Dreamweaver.

#### LANGUAGES

Expert in English. Fluent in Spanish.

### PROFESSIONAL

#### CELEBRITY CRUISES (RCL)

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

Write and edit marketing content — sometimes manage projects — to make landing pages (celebritycruises.com), email, social media, direct mail, ads, and advertorial. Pitch modern luxury cruise vacations on nine premium ships and three specialty yachts sailing to more than 280 destinations on seven

continents. Highlight the stylishly designed accommodations, globally inspired cuisine, and intuitively delivered service.

#### ACLU OF FLORIDA

Greater Miami Chapter board member 03/2002 to present, state board member 03/2010 to present, and chapter president 12/2012 to 12/2015: Leading defender of civil liberties, Miami

Chaired the Greater Miami Chapter as president for three years. Chaired the state public policy committee for two years. Design and produce the chapter newsletter, *The Flame*, and administer its online version (miami.aclufl.org). Post on social media.

#### FLORIDA FOR CARE

Editor 01/2015 to 10/2015: Medical trade group, Miami Beach, Florida

Designed and edited a bimonthly newsletter focusing on political affairs and market development.



#### DS HEALTHCARE GROUP (DSKX)

Managing editor, then creative director, 09/2009 to 10/2014: Developer of consumer products, Miami Beach, Florida

Marketed topical treatments and nutritional supplements. Revenue grew from \$3.5 million to \$11.7 million in the first three years. Wrote press releases when the company went public. Created the

corporate ID program. Brands were DS Laboratories (dslaboratories.com), Sigma Skin (sigmaskin.com), Polaris Research (polarisresearchlabs.com), The Pure Guild (thepureguild.com), and NutraOrigin (nutraorigin.com).

Generated long-form copy for the web pages, booklets, and pharmaceutical-style inserts of 63 hair and skin treatments. Wrote the boxes, bottles, catalogs, and ads. Edited copy for 65 nutritional supplements. Managed translations to French for Canada.

Designed books, inserts, catalogs, and ads in US English, plus some in French, Portuguese, Lithuanian, and Japanese. In 2013, took over design, engineering, and production of packaging as well.

Customized 36 SKUs to meet regulatory requirements in Australia, Brazil, Canada, China, Egypt, the European Union, South Korea, Mexico, and the United States. Designed a relational database system with 7,491 ingredient records and numerous report forms.

#### HCP/ABOARD PUBLISHING / MIAMI HERALD MEDIA (MNI)

Senior editor 03/2008 to 09/2009: Custom publishing unit of Florida's leading daily newspaper, Miami

Managed editorial for visitor guides published in partnership with hotel and resort associations and tourism bureaus (experiencedestinations.com). Controlled the budgets and schedules. Assigned and edited text. Sourced images. Reviewed layouts. Ported assets to web sites and special publications.

Created annual destination guides for Bermuda, Curaçao, and Riviera Maya,

and five each year for Greater Miami and the Beaches. Managed commemorative books on Mount Sinai Medical Center, Miami Beach, and the Penha Building, Willemstad, Curaçao. Contributed to annual guides for Charleston, SC, and Saint Martin.

Before going on staff, wrote features for the in-flight magazines of TACA and American Eagle airlines. Continue to write three sections of the Greater Miami guides.

**AQUENT**

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

Wrote email to market Caribbean and Mediterranean sailings for Costa Cruises. Wrote catalog text to market the premium holidays of Continental Airlines Vacations.

**GRAPHIC ARTS NETWORK**

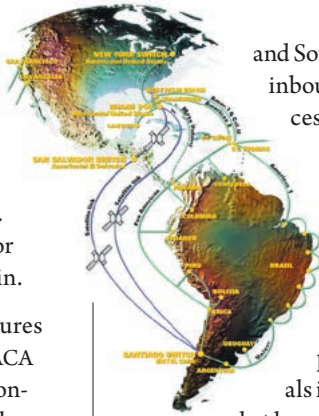
Owner 01/1988 to 12/2008: Custom publisher, print brokerage, and graphic design firm, Miami

Started the business. Did sales, creative, production, and purchasing. Contracted with vendors in prepress, paper, presswork, and postpress.

Developed catalogs, direct mail, and other publications to achieve marketing objectives for clients in telecommunications (AT&T, Americatel), software (Data Access), travel (HCP/Aboard, Ulrich), consumer products (DS Laboratories, Dyno Merchandise), and issue advocacy (ACLU, US Navy).

For Ulrich Communications, began designing, then writing and editing, official destination guides for the tourism bureaus and resort associations of Jamaica, Belize, and Riviera Maya.

For AT&T Direct service, worked with marketing managers to create and produce newsletters, signs, directories, and other point-of-purchase materials in multiple languages for hotels and resorts including Inter-Continental, Hyatt, Marriott, and Sandals. The campaigns grew AT&T's Caribbean



and South American inbound revenue successfully for 12 years.

For Americatel, created and produced direct mail, newspaper ads, and point-of-purchase materials in Spanish to market long distance services to US Hispanics. The aggressive program helped to transform Americatel from a \$12 million telecom boutique in 1997 to a \$300 million common carrier in 2002. Created collateral in English to support VSAT, leased-line, frame-relay, and wholesale-internet services.

**GRAPHNET**

District sales manager 09/1983 to 12/1987: Data network for messaging and financial services, New York City

Opened Florida for the company (graphnet.com). Sold funds-transfer and investment-banking services to international banks via custom interfaces that reduced handling.

Earned Florida's two largest users, Bank of America's investment banking group and C&S International Bank, which became two of Graphnet's largest accounts.

**MEDIA MASTERS**

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

Created and bought newspaper, radio, and television advertising targeting college students in North Florida.

**EDUCATION**

**DALE CARNEGIE SALES COURSE**

Sales-talk champion: Learned essential principles of selling, applicable to marketing copy as well as direct sales.

**UNIVERSITY OF COLORADO, BOULDER, COLORADO**

College of Environmental Design: Learned CU's innovative problem-solving design process to achieve more

effective solutions in graphic, product, architectural, and urban designs.

**MIAMI-DADE COMMUNITY COLLEGE, KENDALL, FLORIDA**

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

**MIAMI PALMETTO SENIOR HIGH, KENDALL, FLORIDA**

Diploma: Edited *The Panther*, the 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 journalism.



**PORTFOLIO**

**TRAVEL PUBLISHING**

Artboyz.com/TravelPublishing

**TRAVEL MARKETING**

Artboyz.com/TravelMarketing

**CONSUMER PRODUCTS**

Artboyz.com/ConsumerProducts

**TECHNOLOGY**

Artboyz.com/TechnologyMarketing

**ISSUE ADVOCACY**

Artboyz.com/IssueAdvocacy

**RÉSUMÉ**

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