

# JEFF BORG

## CREATIVE MARKETING MANAGEMENT

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### SUMMARY

#### CREATIVE DIRECTION

Have conceptualized brand voice and image for ads, catalogs and packaging to market cosmetics and pharmaceuticals for DS Healthcare. Have developed relational database systems to manage creative assets.

#### EDITORIAL MANAGEMENT

Have written and edited copy to market ModMed software for electronic health records and medical practice management. Have managed copy to market vacations, meetings, incentives, conferences and events for Celebrity Cruises and the resort associations and tourist boards of Greater Miami, Bermuda and destinations around the Caribbean. Have contributed to airline magazines and catalogs.

#### ART DIRECTION

Have designed official travel and tourism guides for Caribbean destinations; direct mail, newsletters and PoP materials for AT&T, Americatel and Caribbean resort partners; and newsletters and policy presentations for the ACLU of Florida.

#### SALES MANAGEMENT

Have launched and managed a print production firm, with clients including AT&T, and a telecom sales office, with clients including Bank of America. Have developed relational database systems for estimating and invoicing.

#### APPLICATIONS

Adobe InDesign, Photoshop and Illustrator. Microsoft Word and Excel. FileMaker Pro (DBM). Google Workspace. Project management systems.

### PROFESSIONAL

#### MODERNIZING MEDICINE

Developer of cloud-based software for electronic health records and medical practice management, Boca Raton, Florida: Editor 09/2021 to present.

Market high-tech solutions for medical practices in 11 specialties, from allergy to urology. Edit the web pages, email blasts, direct mail, press releases, case studies, blog posts and social media produced by nine writers.

Codified the first house style and developed thought-leadership campaigns on issues including patient engagement, staff retention, physician burnout and private equity.

#### ACLU OF FLORIDA

Defender of civil liberties, Florida: State board member 03/2010 to present, vice president 03/2023 to present. Greater Miami Chapter board member 03/2002 to present, president 12/2012 to 12/2015. Pro bono positions.

Designed and produced the ACLU's leading chapter newsletter, *The Flame*, in Miami via print and web for 17 years.

Chaired the ACLU of Florida Policy and Advocacy Committee for over six years.



#### CELEBRITY CRUISES

Premium brand of Royal Caribbean Cruises, Miami: Writer/editor 02/2015 to 09/2021.

Created the print ads, email, blogs, and collateral to market meetings, incentives, conferences and events. Conceptualized the Success campaign, which launched with "Impress for success" and asserted that Celebrity ships contributed to greater success for events and their planners.

Created email, direct mail, print ads and social media to market vacations on 12 luxurious ships and three specialty vessels. Highlighted the ships' modern design, premium staterooms, inspired cuisine, intuitive service and 300 destinations around the world.

#### DS HEALTHCARE

Developer of cosmetics and pharmaceuticals, Miami Beach: Managing editor 09/2009 to 03/2013, creative director 04/2013 to 10/2014.

Marketed five brands with 128 SKUs of topical treatments, pharmaceuticals and supplements, helping to triple the manufacturer's revenue in its first three years as a public company.

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

Created a corporate ID program, wrote press releases, and developed relational databases for creative-asset management and regulatory reporting.

**MIAMI HERALD / HCP MEDIA**

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

Managed editorial for the tourist guides and websites of resort associations and destination marketing organizations, including Miami, Bermuda, Curaçao, Riviera Maya, Jamaica and Saint Martin. Controlled budgets and schedules. Assigned and edited copy. Sourced images. Approved proofs.

Before working on staff, wrote and photographed features for in-flight magazines.

After leaving the staff, wrote for the destination guides of Bermuda, Jamaica, and Greater Miami and the Beaches.

**GRAPHIC ARTS NETWORK**

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

Started the small business and managed the sales, creative, production and purchasing. Created publications and direct mail for clients in travel and tourism, telecommunications, software, consumer products, and issue advocacy.

For AT&T Direct service: Designed PoP materials to place in Caribbean hotels and resorts including Inter-Continental, Marriott and Sandals.



Helped grow AT&T's inbound Latin American revenue for 12 years.

For Americatel: Created display ads and direct mail to market international telecommunications to US Hispanics. Helped transform the company from a \$12 million boutique in 1997 to a \$300 million common carrier in 2002.

For publishers: Wrote or designed for the official guides of Greater Miami, Jamaica, Belize and Riviera Maya, and for the in-flight magazines of TACA and American Eagle airlines.

**AQUENT**

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

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

**GRAPHNET**

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

Opened the Miami sales office and sold custom data networking services to international banks for applications in funds transfer, investment banking and messaging.

Led the sales team that won Bank of America Global Investment Banking Group and C&S International Bank, which became two of the company's largest accounts.

**EDUCATION****DALE CARNEGIE SALES COURSE**

Miami: Sales-talk champion. Learned essential principles of direct selling.

**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 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 award-winning student newspaper and won the American Newspaper Publishers Association Journalism Award for Best Editorial. Nominated for *The Miami Herald* Silver Knight award in journalism.

**PORTFOLIO****TRAVEL MARKETING**

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**TRAVEL PUBLISHING**

Artboyz.com/TravelPublishing

**CONSUMER PRODUCTS**

Artboyz.com/ConsumerProducts

**TECHNOLOGY**

Artboyz.com/TechnologyMarketing

**ISSUE ADVOCACY**

Artboyz.com/IssueAdvocacy