

Robert Koch
Graphic Designer,
Creative/Art Director

Over 8 years of experience in print and online design, production, and advertising.
Solid pre-press and on-press experience.
Strong project management, branding, communication, and leadership skills.

Software:
Mac and PC Platform
Photoshop CS, Illustrator CS, InDesign, Quark Xpress, Image Ready, Fireworks Dreamweaver, Flash, Go Live, Powerpoint, HTML, Microsoft Office Suite

Mobile 917.549.6990
RKochNYC@aol.com

Online Portfolio:
<http://www.whatsyoursigndesign.biz/>

References available upon request

Freelance Graphic Designer 2005 – Present
Designed both print and web pieces for clients including; Carl C. Icahn, Farebuzz.com, JC & Company. Graphic designer for NYMT Festival production of *The Tragic and Horrible Life of the Singing Nun*; including programs, posters, watches, online banners and HTML emails.

Web design:
<http://www.lauradaniel.net/>

Maupintour, Gutsy Women Travel, Icahn Associates, Inc 2001-2005
Creative/Marketing Director

Managed In-House ad agency, designed and developed print and web based collateral (magazines, brochures, direct mail, Web, HTML emails, banner ads, splash pages) to increase brand recognition, customer acquisition and retention. Created logos for various companies. Implemented internal cross-marketing multi-brand initiatives while retaining brand integrity of all companies involved. Purchased all print runs and managed relationships with print houses.

Web design:
<http://www.mystarfire.com/>
<http://www.ccics.org/>

Lowestfare.com 2000-2001
Marketing Manager/Senior Designer

Designed print and web advertising. Managed and organized all content and advertising to develop company's presence in the .com marketplace as well as traditional channels. Promoted to Creative/Marketing Director for Maupintour, Gutsy Women Travel and Icahn Sourcing.

theglobe.com 1998-2000
Online Marketing Manager

Purchased, analyzed and managed all online advertising. Supervised all aspects of online marketing effort including barter advertising and analysis of deeper metrics to minimize cost per registration Lowered cost of registration by 75%. Designed and created successful splash pages and banner ads, which maintained a consistent CTR of over 2%