

JOHN SOKOL

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(941) 365-4017

MARKETING/CREATIVE DIRECTOR • PROJECT MANAGER

Resourceful, detail-oriented professional who achieved results in entrepreneurial settings, successfully building departments, training and overseeing team members. Successfully managed and collaborated on multiple key initiatives including corporate sales kits, web development, multi-faceted marketing campaigns, new business development and fulfilled client requirements.

Marketing Communications & Branding • Proposals, RFP's and Presentations • Brochures & Collateral • Direct Mail Campaigns • Print & Web Advertising • Corporate Logo/ID • Proofreading • Quality Control • Press Checks • E-mail Marketing • Pay-per-click Advertising • Budget Planning & Management • Vendor Contract Negotiation & Liaison • Information Architecture • Market Research & Demographics

EXPERIENCE

PBS REAL ESTATE (Commercial Real Estate Boutique Firm) Marketing Director New York, NY
Helped secure landlord agencies and marketed projects that led to transactions in excess of \$3M. Negotiated annual contracts with major publications (NYTimes, NYPost, WWD) for ad buys that saved approximately 40% off book rates. Wrote winning RFP responses to help secure clients (i.e. Timberland & Levi's) that led to transactions in excess of \$10M. 2003 - 2009

PETSNOPS INTERNATIONAL (Dog Apparel Manufacturer) Principal / Founding Partner New York, NY
Set up B2B website (front/back-end) featuring products and developed a registration/survey that acquired a roster of 50+ stores in the first 6 months. Developed product strategy that increased revenues by 300% from first to second selling season. 2003-2006

NEWMARK & CO. REAL ESTATE, INC. (Commercial Real Estate Firm) Design Director New York, NY
Developed comprehensive corporate branding "best practices" for internal and external communications. 1996-2002
Developed, managed and delivered numerous 4-color brochure/collateral print projects on-time and within budget for 5+ years.

ROY F. WESTON, INC. (Environmental Consulting Firm) Senior Designer New York, NY
Created & managed all illustrations, charts, maps for environmental impact statement of the Fresh Kills Landfill, NYC 1995-1996

BRAINWORKS, INC. (Children's Computer Accessories Manufacturer) Staff Designer Port Washington, NY
New product development - Developed Nickelodeon product concept that was brought to market 1994-1995

MONTALBANO DEVELOPMENT, INC. (Product Development Firm) Junior Designer Great Neck, NY
Scientific and consumer product design: Developed CAD drawings, prototypes and presentation drawings for product rollouts. 1993-1994

CONSULTING

GREENPOND REALTY Develop and execute comprehensive marketing campaign for NYC retail flagship store NY: Present

MACHELPNYC Provide on-site mac hardware and application support for corporate clients; website development NY: Present

ST MICROELECTRONICS Assemble, oversee proofing & printing of "short-run digital" books for conference NY & UK: 2005-2009

JOSS REALTY PARTNERS Corporate Identity - Stationary - Ads - Develop corporate marketing templates New York, NY: 2005-2009

TECHNICAL SKILLS

Software: PRINT/DESIGN: Illustrator CS3 - Photoshop CS3 - InDesign CS3 - Acrobat Pro CS3 - QuarkXpress

WEB/MULTIMEDIA: Dreamweaver CS3 - Fireworks - Flash CS3 - Quicktime Pro - Adobe Soundbooth CS3 - iDVD

PRODUCTIVITY: Microsoft Office - Powerpoint, Word and Excel - MS Outlook/Entourage - MYOB AccountEdge

MISCELLANEOUS: AutoCAD LT 2007 - Adobe Lightroom - Parallels Mac Desktop - Apple Remote Desktop

Technologies: XHTML - CSS - MySQL - Actionscript 3.0 - Video compression - SEO - Website setup and maintenance

Platforms: Mac OS X Hardware/software troubleshooting - Setup - Networking Windows XP Basic troubleshooting - Setup - Networking

Certifications: Apple Certified Support Professional 10.5

EDUCATION

UNIVERSITY OF WASHINGTON - BFA Industrial Design Seattle, WA: 1991

NEW YORK UNIVERSITY - Professional certificate in E-Business (web marketing & business development) New York, NY: 2001-2003

ACTIVITIES

BIG BROTHERS BIG SISTERS OF NYC - Served on special events marketing committee & volunteered as mentor New York, NY: 2001-2006

PRESIDENT OF COOP BOARD - Manage operation of small building affairs, finances and upkeep New York, NY: 2002-2009

AWARDS

1998 Employee of the Year - Newmark and Co. Real Estate, Inc.

REFERENCES & PORTFOLIO AVAILABLE UPON REQUEST