

Gerald Mischke

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Professional Highlights

Dedicated communications professional. Strong verbal & written communication abilities. Areas of expertise include:

Customer Service Interacting and serving customers and clients by phone, mail and in person

Technology Microsoft Office, Adobe Creative Suite

Graphic Design Expertise in publication layout, writing, photography, logo design

Leadership Supervise, train, coach, lead a group, manage a budget, oversee operations

Employment History

SCENIC MINNESOTA, Saint Paul, MN, 2008 – Present

Communications Director

- Supporting the statewide mission of Scenic Minnesota by raising public awareness of *ProScenic* movement
- Managing Scenic Minnesota's internal and external communications
- Increasing membership through the use of social networking and traditional means

STAR TRIBUNE, Minneapolis, MN, 1998 - 1999, 2002 - 2007

Senior Production Artist

- Produced color and black and white display ads for retail, automotive and housing customers
- Scanned and retouched artwork and photographs, designed logos and created graphic elements
- Produced internal promotional material, including posters and presentation materials

ALPHA DOG, Delaware, OH, 1999 - 2001

Production Designer, Project Manager

- Website interface design and administration
- Strong sense of type and design in print and webpage creation
- Created brochures, attended sales meetings and wrote press releases

RIVERTOWN TRADING/HIGHBRIDGE AUDIO, Saint Paul, MN, 1994 - 1998

Publications Coordinator/Customer Service Representative

- Coordinated print production including audiobook packaging; wrote press releases
- Produced HighBridge Audio catalog, monitored audiobook production schedule and led weekly meetings
- Acted as liaison between art directors, copywriters, traffic coordinator, sales, legal department and marketing

Education

University of Minnesota - Bachelor of Arts
School of the Art Institute of Chicago
Minneapolis College of Art & Design

References

Available upon request.