

Jeff Bonker

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OBJECTIVE

I am seeking a management position, which will allow me to utilize my years of experience leading creative teams while I contribute to the growth and success of a company.

EXPERIENCE

The Des Moines Register, Des Moines, Iowa

Creative Director, July 2007 — July 2009

- Direct the branding of The Des Moines Register, RAGBRAI and all products under The Des Moines Register umbrella.
- Lead brainstorming and planning meetings with various key players to strategically plan new products and campaigns.
- Plan and implement operations structures and procedures for the efficient creation of all marketing products and materials for The Des Moines Register.
- Establish strategies to utilize the newest technologies and software for creating advertising for both print and online products.
- Worked directly with News, Advertising and Circulation to develop New products, promotions and sales materials.
- Lead the creative staff is raising expectations of creative within the Advertising Department through education and exposure to good design.
- * Created most successful RAGBRAI branding to date totaling a \$500,000 in merchandise sales. RAGBRAI Jersey's sold out for the first time ever.
- Developed, implemented and managed processes and roles during difficult staff reductions do to layoffs.

The Des Moines Register, Des Moines, Iowa

Creative Manager, May 2000 — June 2007

- Managing daily operations of 30 person creative staff.
- Plan and implement operations structures and procedures for the efficient creation of all advertising for all Des Moines Register products.
- Develop training materials and conduct software training for the Advertising creative staff as well as the Marketing, Client Solutions, Custom Publishing and Weeklies creative and editorial staff.
- Lead the creative staff is raising expectations of creative within the Advertising Department through education and exposure to good design.
- Function as lead troubleshooter and technical support for issues that involve advertising operations such as the production of irregular ad sizes.
- Shared responsibility of heading AdQ Committee focused on improving Ad Quality through all departments that interact with Advertising and their customers.
- Nominated twice for Employee of the year.

The Des Moines Register, Des Moines, Iowa

Creative Manager Classified Team, October 1999 — May 2000

- Managed daily operations for six person Classified Creative staff.
- Served on Committee responsible for transition to new printing facility.
- Implemented new processes for converting Real Estate accounts to electronic ad format.

- Improved communications between Sales and Operations staff while improving moral.

The Des Moines Register, Des Moines, Iowa

Graphic Designer, September 1998 — October 1999

- Developed new themes, concepts and looks for advertising customers.
- Designed and created special section, four color inserts and marketing materials.
- Trained ad designers on effective design and computer techniques
- Tracked daily production and work flow to ensure ads are completed accurately while following deadlines.
- Met with customers and sales reps to develop new relationships and strengthen existing customer relationships.
- Nominated for Employee of the year.

Type-O-Graphics Two, Des Moines, Iowa

Graphic Artist, December 1995 — September 1998

- Responsible for design, creation and output of customer orders
- Recreated logo according to branding standards for various clients
- Consulted with clients to ensure accurate print production of projects

Essman & Associates, Des Moines, Iowa

Graphic Artist, January 1998 — May 1998

- Worked with Art Director and Account Executive with concept, design and production of various projects according to specific client needs
- Designed various formats such as catalogs, web pages, letterheads, business cards, posters, newspaper ads, magazine ads, brochures and logos

EDUCATION Design Technical Institute, Orange, California

Trade School Degree, Graphic Arts, May 1988

Cabrillo College, Aptos, California

Course of study: Computer Graphics, Art, and Typography, May 1992

SPECIAL SKILLS

- Software Knowledge: InDesign, Photoshop, Illustrator, Acrobat, Quark, Flash, Dreamweaver, Avid
- Completed Gannett Video Convergence Training for Online Video creation
- Participant in "Growing Our Own" program
- Harvard Business Management Training through Element-K
- Printer experience; composing film, platemaking and bindery
- Painting, illustration, and photography
- Adjust quickly and welcome new learning experiences