



sam tajik

Creative Director | Marketing & Communications



Superior ROI through best practice business branding and revenue growth

- Principal and Operational Leader with 20 years of producing sweeping business graphics and branding strategies that promote organizational ROI success.
- Innovator in cutting-edge business/product branding development, renowned for design and implementation of new/emerging graphic designs that promote greater corporate market share.

Areas of Expertise

Full Cycle Contract Management, Vendor Relations, P and L Accountability, Staff Recruitment
Fortune 50 Client Recruitment, Logistics / Procurement, Budget Management, Deep Adobe Suite Skills
Customer Satisfaction, Creative Marketing Strategist



Operational Competencies

- Persistent Driver of Excellence: Founded and built a company that experienced ROI within the first 12 months under strict timelines.
- Laser Focus on Cost Control: Developed lean strategies that preserved product value with cost effective results.
- Commitment To Customer Satisfaction: Acknowledged in the valley for designers that understood graphic design techniques that never held up "press time".
- Corporate Sales and Marketing: Assist global clients in business/product brand development on a global scale.



Leadership Career History

1998 to Present: Pixel Grafix

**2004 to Present: BannerExpress.Net
Creative Director/Owner**

Entrepreneurial startup of two successful graphic/web design and business/product global branding organizations utilizing new/emerging graphic and printing technology to showcase market expansion strategies for clients. Grew the business to five full-time graphic designers. Continue to deliver to industry giants that include IBM, Microsoft, Visa, Cisco, AT&T, SEMI, Adobe, HP, StubHub!, Intel, and Yahoo!, to name a few. In 2004 opened BannerExpress.net, a large format printing business personally developed as an online interactive ecommerce printing store that expanded into large format printing due to high demand.



Business Leadership

- Utilize 20+ years of graphic design software and Adobe product knowledge in providing freelance work to industry moguls needing trade show graphic design, online branding strategy, and/or marketing development concepts.
- Successful in selling the large format printing business, licensed to new owners to focus more on online graphics and client marketing design and development.
- Collaborate with industry executives in design and delivery of cutting-edge marketing/branding of products and/or business communications that generate positive revenue and global recognition.

- Began to move into more online graphic design as print became more obsolete and the demand for online website design and graphics skyrocketed.
- Assist SEMI in design of a global branding messaging and utilized the design for their brand messaging for the SEMIcon trade show.

Creative Design and Development

- Development of inventive trade show booth designs, providing annual reports for colleges that included DeAnza College, West Valley College, Foothill College, and various non-profits including YMCA in Palo Alto and Santa Clara, as well as banner production.
- Design/deliver major print design projects including logos, corporate identities, annual reports, brochures, magazine ads, and trade show booth layouts.
- Expertly design magazine ads for corporations listed in major trade magazines utilizing Quark Express, Adobe Illustrator, Photoshop, and InDesign.
- Creation of unique banners for NASDAQ utilized in a large conference.

Marketing Concepts

- Development of cost effective and productive marketing concepts and delivery to client accounts; always meeting critical deadlines for ads, mailers, and brochures.
- Effective project management including contract negotiations and oversight for competitive bidding processes; consistent client communications for pre/post project delivery and expert in managing client's expectation levels.
- Create and present mock-ups and completed design, pull comps, and acquisition of client sign off for project procedures.

Award Winning Creative Design

- Target corporations with large marketing/branding budgets and exceeded business goals through decisive graphics design delivery to global industry leaders in various industries.
- Present to C-Level executives on new and emerging marketing concepts that strengthen the brand and realize positive bottom line profits.
- Won an award for development of an annual report completed for DeAnza College.
- Built and retain name recognition utilizing fine-tuned sales and marketing concepts, building the operations infrastructure and collaborating with clients to promote and grow their business.
- Thrive in connecting with clients, ascertaining business needs and development and delivery of marketing concepts with viable options that spark business growth and acceptance in the marketplace.
- Understand pre/post press business environment and all facets of online and ad marketing concepts; automated all processes, up to 95% of all processes were automated except for production.

Education

West Valley College, Saratoga, CA - Major Graphic Design

Self-Educated - Computer Graphics

Graphic Design Proficiencies: Quark Express | Adobe Illustrator | Photoshop | InDesign | Dreamweaver | Fireworks | Basic Flash

