

CHARLES T. BOSTIC III

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KEY STRENGTHS:

- Collaboration with leaders at various levels
- Creative and innovative graphic design to market for the organization
- Highly organized with project management in both production and completion
- Implement brand guidelines and directives in a high-volume/pressure environment

AREA OF EXPERTISE:

- Corporate branding
- Package design, logos, and magazine layout
- Web (front-end) design/social media abilities
- Print (pre-press) and working with licensed characters and products

PROFESSIONAL EXPERIENCE

INNER FORCE EARLY CHILDHOOD LEARNING CENTER | BROOKLYN, NY

Social Marketing & Advertising Director

03/2019 – Present

Social Marketing & Advertising Consultant

01/2019 – 03/2019

- Direct marketing strategy, including campaigns, events, and PR with 80% growth.
- Build marketing strategy for new and existing programs.
- Develop and provide brand strategy, graphic design, and print marketing materials for the Learning Center and various internal/department projects.
- Manage photography, photographic editing and selection, image processing, video editing, and file maintenance, used to promote the Learning Center.
- Design, oversight, and maintenance of website content and social media marketing platforms for internal and external access.
- Serve as the contact person to address the Learning Center's brand and IT-related questions.

MAVIS DISCOUNT TIRES-CORPORATE OFFICE | MILLWOOD, NY

Graphic Designer, Marketing Specialist & Advertising Director

04/2018 – 12/2018

- Reported to the VP of Marketing and contributed to the company's planning, strategic priorities, and brand awareness for 900 Mavis stores nationwide.
- Designed visual messaging that effectively communicated brand awareness, defined messages for digital/print, point of sale, and consistent brand identification.
- Created, managed, and produced high quality signage design for in-store branding to advance company's marketing model.
- Crafted and executed real-world comp presentations of pre-opening interior store packages to define Mavis's presence and reputation, while partnering with internal and vendor stakeholders.
- Managed marketing materials associated with select media initiatives while managing fast-paced deadlines.

MAGNA LEGAL SERVICES | NEW YORK, NY

Senior Graphic Designer – Marketing Department

09/2013 – 04/2018

- Worked seamlessly to support Magna's clients in preparation for trial, arbitration, and other litigation-related events on a local and national level, to grow within the Trial Services Practice.
- Constructed compelling visual communication graphics and executed strategies for attorneys' preferred design concepts during complex litigation processes.
- Collaborated with Vice President of Sales to create and design primary visual communications for engagements and conferences such as logos, post cards, Flyers, Takeaways, PowerPoint presentations, media graphics, magazine and digital ads, event presentations, social representation advertising, and web design layouts. Within the process of pre-press management, which includes outsourcing, proofing, ordering, and going on press-checks to printers.
- Provided graphic support and visual aids to assist the legal team at pre-trial and at-trial events.

RLM TRIALGRAPHIX | NEW YORK, NY

Graphic Designer/Info-Designer

10/2010 – 06/2013

- Worked with the top 20 litigation firms nationwide, to help TrialGraphix firm become the most trusted source for litigation consulting.
- Managed large scale projects to design demonstrative litigation materials while collaborating with the legal team to prepare for pre-trial, at-trial, and other litigation-related functions.

SENIOR LENDING NETWORK | WORLD ALLIANCE FINANCIAL | MELVILLE, NY

Sr. Graphic Design Specialist/Web Designer

10/2006 – 12/2009

- Guided graphic design functions to create and manage a large initiative: the “Robert Wagner Reverse Mortgage Campaign” on the PC platform, which involved branding identity solutions, web and email marketing campaigns, presentation booths, and direct mail campaigns, with customer specific messaging. This included layouts and production changes to various campaigns with an agreement to the U.S. Department of Housing and Urban Development and the Senior Reverse Mortgage Industry.
- Created and supervised the production of one of the company’s subsidiaries: Lender Lead Solutions, including email marketing campaigns, marketing branding logos, ad mailers and direct marketing pieces, proofs, and PDFs of the completed jobs.
- Managed four major rebranding of the company’s major websites, which consisted of front-end creation of: lenderleadsolutions.com, worldalliancefinancial.com, seniorlendingnetwork.com, and mysln.com.
- Directed and provided feedback on advertisement design needs/ideas, including digital and print materials, and teamed with the copywriter to cultivate the right look and messages for Senior Lending Network’s senior audience.

EDUCATION

National Seminars Training; Adobe Photoshop Users Conference

Course Training: *Advanced Photoshop Techniques*

The CUNY Institute for Software Design and Development (CISDD), Certificate in Information Technology Education Program

Course Training: Web Designer and Developer Training Intensive training course in MS. Office, Web design technologies, and Theory, HTML, CSS, Dreamweaver, Flash, Fireworks, and JavaScript

Pratt Institute, New York, NY – Associate of Fine Arts

Major: Illustration/Minor: Graphic Design

COMPUTER SKILLS

IBM environment: Adobe Creative Cloud (Photoshop, InDesign, Illustrator, Muse, Premiere Pro, Lightroom, Audition, Acrobat Pro, Bridge, After Effects), Microsoft Office (Excel, PowerPoint, Word, and Outlook), 2D Animation, Vector Magic 14, QuarkXPress 2017, and Suitcase Fusion.

MACINTOSH environment: Adobe Creative Cloud (Photoshop, InDesign, Illustrator, Muse, Premiere Pro, Lightroom, Audition, Acrobat Pro, Bridge, After Effects), Microsoft Office (Excel, PowerPoint, Word, and Outlook), QuarkXPress 2017, 2D Animation, Vector Magic 14, Markzware Flight Check, and Suitcase Fusion.

SOFT SKILLS

Illustration: Airbrush, Oil & Water Painting, Traditional Penciling, Digital Painting. Photography: 35mm and DSLR Photography.