Eddie Burlem [www.eddieburlem.com](http://www.eddieburlem.com) [linkedin.com/in/burlem/](https://www.linkedin.com/in/burlem/)

917.548.9682 eddie@eddieburlem.com

Dedication, leadership, business acumen, and artistic talent leveraged to deliver innovative marketing, print-design and ecommerce projects

In addition to full-time management positions, provided freelance services to diverse base of clients over the years, including National Reprographics, Shoot New York, Wonder Wheel, Interscope Records, Mary Kay, Kits and Expandables, Feature Systems, Heidi Klum, American Media Concepts, Kissena Cycling Club, Happy Hours Day Care and InfoEdge.com.

Areas of Emphasis

Project Management, Social Media, Graphic Design, Web Design, Search Engine Optimization

E-mail marketing, Mobile / Search Marketing, Photography

Experience

BlumbergExcelsior Inc. – New York, NY

Web / Graphics Manager, 11/1999 to Present

Successfully manage and coordinate graphic, web and seo projects from concept through completion. Work closely with company president and vice presidents to create vision, conceive designs, and consistently meet deadlines and requirements. Effectively build, motivate, and direct design and production teams. Coordinate freelance programmers, consultants and vendors to meet all project requirements and deadlines. Create and conduct highly persuasive sales and marketing presentations..

Served an instrumental role in achieving #1 rankings in Google searches.

Impacted corporate profitability and performance through expert management of web and new media design/development, analytics, and Search Engine Optimization (SEO).

Modernized marketing image through the design of logo, print, and catalog marketing tools.

Led upgrade of technical and photography tools/systems to establish and maintain exceptionally high levels of quality within the creative unit.

Championed social media initiatives to expand product marketing reach and improve market share through establishment of e-commerce platform.

Honored with Best Engraved Design Award in 2006 for superior Art Direction.

The Coffee Den – Brooklyn, NY

Co-Owner, 12/2005 to 5/2010

Poured Coffee! Created print materials, menus, promotional tools, and commodity items. Managed social media and art community networking. Liaised with local artists showcasing their works. Performed all aspects of material purchasing, cost/trend analysis, performance tracking, staff scheduling/training, and customer service.

National Reprographics – New York, NY

Mac Technician, 3/1997 to 11/1999

Collaborated in product development efforts through expert provision of photo retouching and large format scanning, printing, design, and layout operations. Collaborated with creative team to develop artwork for marketing initiatives, including window treatments and murals. Managed Mac

computer network, ensuring the proper administration of system / software upgrades, acquisitions,

and troubleshooting.

Tools of Trade

Photoshop, Illustrator, InDesign, Dreamweaver, MS Office, HTML, CSS and a camera