

Web / Graphic Designer

Edward Burlem www.eddieburlem.com
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, including National Reprographics, Shoot New York, Wonder Wheel, Interscope Records, Mary Kay, Kits and Expandables, Feature Systems, Heidi Klum Co., American Media Concepts, Kissena Cycling Club, Happy Hours Daycare and InfoEdge.com.

Areas of Emphasis

Project Management
Social Media
Graphic Design
Web Design
Search Engine Optimization
E-mail marketing
Mobile / Search Marketing
Newsletters / Brochures / Flyers

Professional Experience

BlumbergExcelsior Inc. – New York, NY
Web / Graphics Manager, 11/1999 to Present

Design, development, and launch of marketing tools / campaigns on online communication platforms. Liaise with marketing team, clients, and vendors to facilitate establishment and optimization of organization's online presence. Lead design and production of catalogs, direct mail pieces, print ads, brochures, collateral statement stuffers, sales collateral, and additional print marketing tools. Coordinate the efforts of a team of designers, interns, typesetters, programmers, and developers. Conceptualize photo shoots for catalogs and product shots. Collaborate with other departments to ensure accuracy in pricing and product descriptions.

The Coffee Den – Brooklyn, NY
Marketing/Operations Manager, 12/2005 to 5/2010

Spearheaded start-up and development of profitable business servicing unique diverse community.

Directed business and marketing operations encompassing website development, print materials, menus, promotional tools, and commodity items. Managed team of 15 baristas. 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 operations.

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
Fireworks
Quark Express
Flash
MS Office
HTML
CSS
MAC OS & Windows



Recommendations

Joe Nardiello 917 620-3913

“There’s no overestimating what Eddie Burlem means to the ability of BlumbergExcelsior to get almost every word across to its customers, prospects and internal communications. This recommendation is written by someone that’s worked with more Art Directors, agencies, web designers and vendors than I can count -- and I’d put Eddie near the top for his ability to get a huge volume done, and ensure the artistry, making each look good along the way.

For our division alone, his work was essential to our success -- and I can attest to his ability to juggle 10-12 projects at once, and then complete another just-added within an hour’s time. Eddie consistently delivers outstanding ideas for web improvements, better design and more clear, more youthful/attractive expression of any sales/marketing materials that come to his attention. This isn’t easy to accomplish in the legal sector, marketing-wise. But Eddie infuses color, white space, and still hits every note required for attorneys -- one of the only niches that usually likes to include (and read) the small print.

In leading national efforts for the Corporate Services division (2003-2009), my responsibilities would require interaction with Eddie for conceptual meetings -- on direct mail, web-page enhancements, search engine optimization, trade show booth design, banner ads, upgrading national sales brochures, print advertising, etc. Eddie Burlem handled each aspect of our needs, he delivered every day, and working with him conceptually -- was not only a pleasure, but it delivered a record of accomplishment (and helped us achieve record, regional sales). And that, was just for us -- one of the Blumberg’s many divisions under Eddie’s artful direction.”

Joseph A. Nardiello, Director of Business Development & Marketing, BlumbergExcelsior Corporate Services (TriBeCa, NYC)

Nicole Frantz nicole.frantz@capitolmusic.com

“I first hired Eddie for a special graphic design project for a high-profile client. I originally intended to manage the process directly, but when it was underway Eddie proved himself to be very knowledgeable at both the task and at dealing with the client, so I let him continue on in the project with little intervention from me. At the end of the project, the client was very happy with both the outcome and the process. After that, I hired Eddie to handle an ongoing freelance project and both his design and his technical implementations were on point and consistent. That project recently went on hiatus, but I still rely on his technical expertise. He is well informed, but more importantly, he is consistently seeking out more information and developing a greater understanding of whatever task is at hand to provide the best possible solution.”

Nicole Frantz, Sr. Director of Creative Services at Capitol Music Group

