

■ DEBORAH E. ODELL / PROFESSIONAL RESUME

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INTENT

To provide affordable, expert and professional creative, marketing, architecture & development, and print and internet/web project management services to business start-ups, small entrepreneurial businesses, and small-to-mid-size companies on a by-project and/or contract basis for those firms who may not have their own in-house creative and production services, who may need additional assistance in completing over-flow work on an as-needed basis, or as a full service print and web agency to handle multiple projects on an ongoing, frequent basis.

WORK HISTORY

2010 > Present ■ Group One Communications, Inc. — TOG and CSN

Advertising | Design | Marketing | Creative | Architecture & Development | For Print and Web

Restoring TOG to full time operation after the sabbatical period ended, Odell continues to provide services to a select group of private company clientele. With an eye to the future, and as a reflection of the continuing economic challenges faced by start-ups and small-to-mid-sized businesses, TOG continues to help its clients by offering and providing a wide variety of services at very affordable, budget-friendly prices. Deborah's 35+ years of experience and leadership in the advertising and design industry enables she and her team of graphic professionals to provide top-level creative, marketing, graphic design, print production and management [print broker], including direction and management of internet development, creative, design and production services for print and internet projects.

2007 > 2010 ■ Sabbatical

Odell took a sabbatical period to design and build a custom home in Acton, California, and to assist in the care of an ill family member. During these three years, Odell continued to provide full advertising, creative, design, development, marketing, production and print production services for both print and internet projects to a small group of long-time clients who did not require full-time services by TOG and CSN.

1987 > 2007 ■ Group One Communications, Inc. ([dba] The Odell Group [TOG] / [dba] CyberSite.net [CSN]) Owner/President, Creative Director, Account Executive

Upon leaving AD3, Odell's clients came with her to The Odell Group. Specializing in print materials, TOG continued to provide full advertising, creative, design, marketing and print production management services to its clientele primarily comprised of advertising agencies, design firms and private sector companies. Odell continued to grow her company, soon focusing upon providing expert, professional and very affordable advertising and design services and products specifically to start-ups and small-to-mid-size companies. During the ensuing 20 years, the core staff grew to 4-5 full-time designers, production artists, and admin staff, in addition to utilizing a large group of freelance/contract production artists, illustrators and photographers as needed. As Creative Director and Account Executive for the majority of clients, Odell oversaw and managed all phases and aspects of every print project from concept thru distribution. In 1994, Odell made the decision to expand the company's services to include new media: the Internet. In 1996, after a steep education curve, CyberSite.net was launched as the sister company to The Odell Group and took on new internet-only clients. As time passed many of the "bricks and mortar" clients embraced the internet and became CSN clients while the internet clients migrated to include the traditional print side. All clients enjoyed having the convenience of a "one-stop shop" which enabled them to have all aspects of their print and internet marketing goals and objectives realized in a consistent and excellent manner.

1977 > 1987 ■ AD3 Incorporated ■ Owner/Partner, Creative Director, Account Executive

A small, boutique graphic design firm, AD3 initially serviced Los Angeles and Orange County advertising agencies, larger graphic design firms, and printing companies providing varied services including everything from concept to graphic design to typesetting and production and prepress, print production and print management services. For a number of customers we were the off-site creative and production department; for other customers we handled over-flow when in-house departments needed assistance to meet tight deadlines and specific expertise for certain services such as prepress, print production management and supervision including press checks. AD3 grew and evolved into a full service advertising agency specializing in providing print materials including consumer/trade and newsprint advertising, collateral, sales/media kits, direct mail, corporate identity, logo design. AD3 continued to service industry peers while adding private sector company clients to its roster.

1975 > 1977 ■ Designers West Magazine (DW) ■ Production Manager; promoted to Art Director in 1976

Oversaw design, layout, typesetting, production, prepress and print production for monthly 185+ page trade journal which became a trade/consumer journal while Odell was employed at DW. Also created, produced and oversaw entire production process including prepress and print production for special advertising inserts, DW Resource Directory, and special design center publications (Pacific Design Center/Los Angeles, Design Galleria/San Francisco), and more. Also designed and produced DW advertisers' ads as required. Performed all press check functions for monthly publication and specialty items. Supervised small team of freelance typesetters and production artists.

PROFESSIONAL EXPERTISE

30+ Years Agency Management, Print Creative and Graphic Design, Print Management, Production, including:

15+ Years Web Management, Creative, Marketing, Graphic Design, Development & Info Architecture, Production; Internet Hosting Provider

3+ Years MODx CMS (Content Management System); Project Management, Creative, Design, Development, Info Architecture, Production

SKILLS | Print & Web

Expert Agency Management Skills
Strong Communication Skills
Design & Production Management
Print Production Management
Senior Level Creative Director
Senior Level Graphic Designer
Strong MAC, Application and Graphic Software Capabilities

TOOLS

Mac Platform Primary —

QuarkXpress,
Adobe: Illustrator, InDesign,
Image Ready, Photoshop, Acrobat
and GoLive/Dreamweaver

PC Platform Secondary —

MS Word, PowerPoint and Xcel
Internet Platform Primary —
Cloud Technology,
Unix/Linux Based Websites
HTML/PHP/MySQL Websites
MODx CMS
MenuMachine

Internet Platform Secondary —

Cloud Technology
Windows Based Websites

EDUCATION

Università per Stranieri, Perugia
Campus, Italy; Summer 1968;
Art History & Italian Language Courses
Lynbrook High School, San Jose, CA,
1965-1969; Graduate

Accepted to Art Center/College
of Design, Los Angeles, CA, 1970

University of Wyoming,
Laramie, Wyoming; 1969-1970;
Attended to begin completion of
California general education require-
ments (minor in fine art) prior to at-
tending Art Center; also to study
under American sculptor Bob Russin

De Anza Jr. College, Cupertino, CA;
1970-71; Attended to finish
general education requirements
prior to entrance to Art Center;
minor in psychology

Art Center/College of Design,
Los Angeles Campus, 1972-1975;
Graduate, Bachelor of Arts Degree,
Advertising and Design, Minor
Completed in Advertising Illustration

■ Please view portfolio at
www.TheOdellGroup.us

■ REFERENCES UPON REQUEST