



creatively changing tomorrow...

tom mezzacapa

director/graphic designer/marketing/web/social media



attention: Human Resources Department/Creative Team Lead

position:

Art Director; Senior/Lead Graphic Designer; Marketing; Social Media; Printing Tech

To Whom it May Concern,

Hello and Good Day,

Life leads us along paths, crossroads appear, and we're given an opportunity to make a choice. I am a firm believer in these decisions changing our journey. Brand-new to the St. Louis area, I am looking to continue my life's adventures and further my creative career. This is a crossroad, a choice, a decision to be made that has led me to these words—my path has led me to you.

A great deal of new things have happened for me in the last year. I traveled a lot of this beautiful country, visiting places I've never seen, meeting wonderful new people from all walks of life; many of these travels I did solo. Additionally, I have addressed my lust for knowledge by continuing my educational path, starting my master's degree with a concentration in Marketing. Currently, I have a 3.6 GPA, and am over 70% complete, and very much looking forward to future opportunities upon graduating this year.

I am super excited for the new possibilities and life experiences that these decisions will bring. The cultured spirit of St. Louis has me dramatically intrigued. I simply love the art and creative spirit the city has to offer; exploring these aspects of culture and the true interest in the artistic movement has truly helped solidify my choices to take at this crossroad—a decision that defines me.

While obtaining my under-grad degree I had these weird, funny statistic friends. They had this experiment where they were determining how much of the population was right or left brain dominant. After some extensive testing, they determined that I was in with only 17% of the planet that were equally left and right brained. Thus, I am great at the creative stuff and pretty good at the more linear, logical things; this is invaluable to the creative process as well as a crucial element in detail attention and management. Loving the right-side for the ideas I dream up—utilizing the left for technical aspects of layout, marketing, technical writing and proof-reading. By embracing my uniqueness, I look to become a valuable asset to have on your team.

Please look over my resumé and references as well as my online portfolio at **tmezdesign.com**. From there, get in touch with me and see how our converging paths can help make great things happen, enjoying our success and accomplishments along the way of our journeys.

Thank You Sincerely for Your Time and Considerations,

Best Regards.

Tom Mezzacapa

Designer: April–2017

"...create solutions to design problems that are meaningful and memorable."

—Paul Rand

objective

I am a creative enthusiast. I am also a fully-faceted, graphic designer. Utilizing these characteristics with my marketing background, I strive to do inspiring things; making a difference in the world while doing what I love...

education

colorado technical university september 2017–graduation

major: MBA with a concentration in marketing
current, cumulative GPA: 3.7

missouri state university 2000–graduation

major: BFA with emphasis in graphic design
minors: theatre with emphasis in lighting and creative writing
cumulative GPA: 3.2

american center for design: design conferences

CHICAGO 1998, 1999

pro-bono/charity work

missouri skills USA; champions at work

advertising & design contest 2008–present

proctor and judge

I serve as the proctor and judge for the skills USA, state-wide, graphic arts and advertisement competition for 10+ years to high-school and adult students.

women in need (WIN) of the ozarks 2009, 2011

graphic artist/printing

donated my time and talents to a local charity organization that helps women in need.

lost & found of the ozarks 2009–present

graphic artist/printing

donated my time and talents to a local charity organization that helps raise awareness and therapy to grieving children

st. john's sisters of mercy: mercy villa 2008–2010

auxiliary volunteer for the elderly

served as a volunteer for the activity department for patient care and aided staff with various events that the clients enjoyed, mostly, but not solely with the elderly.

work history

the creative group: st. louis 2017–present

contract, graphic designer

work with a variety of clients as needed with marketing, graphics, web, and social media, per contract, mostly on-site

tmezdesign solutions 1996–present

freelance graphic and web designer

creatively and constructively worked with my personal freelance design company for hundreds of clients for nearly 20-years.

d.v. CARES, Inc 2012–2014

creative marketing coordinator/lead designer

creative team leader for the parent company working with dvLaRue design & printing services as well as lead designer for springfield metro CARES and kansas city metro CARES magazines acknowledging the community through nonprofit and social profit support.

dvLarue design & printing services: lead designer for a fast paced, contemporary design and print brokering firm handling multiple jobs at once and delegating over the rest of the creative team, producing creative from sketch to print overseeing the jobs all the way through.

springfield & kansas city metro magazines: lead designer and layout overseer for two nonprofit magazines; assisting in editing, layout management, circulation increases, design job appointment, brand marketing; personally design pages with the goals of the nonprofits in mind keeping the styles of the magazine.

missouri state university 2004–2008

adjunct professor: art and design department

taught sophomore and junior level college design students and guided them through the adobe family of softwares, particularly photoshop, illustrator and indesign.

DESIGN 202: design systems

DESIGN 210: intro to graphic design

DESIGN 301: design production (printing tech)

the middleton group 2006–2008

marketing/media/graphic artist/photography/printing

worked in-house as primary marketing and media consultant, developer for all digital and print media, tradeshow and presentations for a large distribution and manufacturing company.

irwin printing inc. 2005–2006

creative director/graphic artist/printing tech specialist

led the art department through a series of created works, pre-press, direct-to-plate, color matching, and file error problems that specialized in "mass-quantity" 6-color, offset printing and press reproduction.

elite promotions, inc. 2002–2004

creative director/graphic designer

led creative team for a fast-paced, contemporary promotions company through a wide variety of promotional, advertising and creative projects.

acquired skills and abilities

- adobe creative suite guru
- art archiving and storage
- art prep:
 - ad layout & design
 - embroidery
 - engraving
 - etching
 - magazine & booklet
 - photo manipulation
 - pre-press (all facets)
 - presentations (powerpoint, media)
 - promotional items
 - silkscreen
 - social-media
 - story board creation
 - television & video graphics
 - vinyl: large-format
 - website development
- branding & corporate identities
- business networking/trade shows
- computer maintenance & repair
- customer service
- creative team leadership
- direct client interaction
- direct vendor interaction
- e-commerce technician
- file error-solving
- IBM VWIN 10 system tech
- IT network maintenance & repair
- large-format vinyl
- macintosh OSX system tech
- marketing & consulting (MBA)
- microsoft office (all)
- pre-press file preparation
- presentations (preparing & giving)
- printer maintenance & repair
- printing bids & estimates
- printing tech/pre-press
- print proofing & proof-reading
- print supply ordering
- sales team interaction
- search engine optimization SEO
- social-media expert
- teaching/training (printing/design)
- trade-show display (design & set-up)
- web-design & site maintenance
- wordpress & similar
- writing (APA, technical & creative)

links

portfolio: **tmezdesign.com**

linkedin:

<https://www.linkedin.com/in/tom-mezzacapa-b787b523/>

writing: **tmezzer.blogspot.com**

worked with clients including:

abbe laboratories NYC
american red cross
assemblies of God
breast cancer foundation of the ozarks
big brothers and big sisters
burlington northern santa fe
childrens miracle network
christian publishers outlet
city of springfield
city utilities
community blood center
community hospices of the ozarks
endzit cosemetics NYC
evangel university
drury university
glycolactic cosemetics NYC
ky-3 (local NBC offiliate)
lake of the ozarks chamber of commerce
lost & found greif center

references

amy michael

friend. former boss

real estate manager

amy michael properties

st. louis, missouri

417 379 6393

angela yowel

friend. state-contest co-coordinator.

fellow-student. design co-worker.

adjunct professor

rolla technical institute

art & design department

rolla, missouri

573 762 3500

connie snelson-luebbert

friend. fellow-student.

design co-worker.

owner/graphic specialist

salt and light design

columbia, missouri

573 239 8008

james richardson

friend. business associate. printer.

owner/printing specialist

quick print, inc.

springfield, missouri

417 831 6117

sites created and/or maintain:

abellabs.com m

endzit.com m

glycolactic.com m

justgovip.com m c

limingconcrete.com m c

tmezdesign.com m c

marshall ford, saint louis
mc donalds corporation
miracle recreation
missouri state university
missouri state university lacrosse
premier auto group & exotic cars
reliable imports and toyota
ronald mcdonald house
simon and schuster publishing and books
snickers youth soccer
southpointe hospitals, saint louis
springfield victory mission
st. john's hospitals
springfield metropolitan bar
the middleton group companies
trinity bible college
tyson foods international
united way
unlimited play
women in need of the ozarks
world cooperation

jeffrey snape

friend. design client. business colleague.

president & jet pilot

vip travel

tmezdesign client

lake st. louis, missouri

417 230 3001

jesse middleton

friend. business colleague.

former boss.

president/owner

the middleton group

hollister, missouri

866 749 8930

shawn jones

friend. co-worker. design client.

owner/lawn care specialist

417 mowing

tmezdesign client

springfield, missouri

417 234 0654