

# Tony Mannor

Graphic Designer

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## SUMMARY

### Award Winning Graphic Designer and Marketer

Creative, detail-oriented graphic designer with 15+ years of agency experience creating logos, branding elements, print, direct mail, and comprehensive national campaigns. Ten years of copywriting experience writing story-based copy and scriptwriting for print, TV, and radio spots. Experienced in web development and project management, with a proven track record of delivering successful projects to clients.

## EXPERIENCE

### CodeStack, Stockton, CA — *Media Specialist*

AUGUST 2019 - PRESENT

Graphic Designer - Creative campaign work, including typesetting, illustration, email marketing, print, web design, social media marketing, and logo design. Accomplishments include increasing student registrations by 100% in one year and increasing social media engagement by 300% in one year.

### Andermahr & Company Agency — *Art Director - Graphic Designer*

2001 - 2014

- Design and manage identity elements for multiple national brands in different industry categories, including logo development, manuals, and collateral pieces.
- Print: Brochures, Flyers, Annual Reports, Posters, Tradeshow Elements, Forms layout, and creative campaign work.
- Illustration: Logo design, typography, and 3d modeling
- Animation and Video Production
- Web: Websites, Whitepapers, Infographics, CMS, Microsites, etc.
- Social Media: Image-based and video-based social media campaigns
- Marketing: Email, Direct Mail, Print, Television, Radio, Theater, Community, and Affinity based campaigns

## SKILLS

Adobe Creative Suite

Adobe Photoshop

Adobe InDesign

Adobe Illustrator

Adobe Premier

Quark Xpress

Corel Suite

Logo Design

Branding

Video Editing

Email Templates

Brand Development

Public Speaking

## AWARDS

ADDY Award - New York

2002 Award of Merit

Premier Community Credit

Union

ADDY Award - San Francisco

2003 Bronze Award

Pac-West Telecom

Digital Broadband Campaign

Marketing Association of California

100+ Awards for marketing, branding, design, and internet marketing.

Credit Union Executive Society

50+ Awards for marketing, branding, and design.

## BRANDING AND DESIGN CLIENTS

### Expanding Solutions — *Graphic Designer*

1999 - 2001

- Design and manage identity elements for multiple brands, including logo development, manuals, and collateral pieces.
- Print: Brochures, Flyers, Posters, Tradeshow Elements, Forms layout, and creative campaign work.
- Illustration: Logo design
- Web Design: Over 60 websites for small to medium-sized businesses.

### NCS — *Graphic Designer - Project Manager*

1997 - 1999

- Managed identity elements for multiple brands, including logo development, manuals, and branding pieces.
- Illustration: Logo design
- Web Design: Over 120 websites for small to medium-sized businesses.

## ACHIEVEMENTS

### Masterpiece Visa Campaign — *AltaOne Credit Union*

MARKETING GOAL \$3 million · ACTUAL VOLUME \$15.3 million  
410% OVER MARKETING GOAL

### Hide and Seek Auto Loan Campaign — *Burbank Federal*

BASE FIGURE \$975,655 · MARKETING GOAL \$3 million  
ACTUAL VOLUME \$5,457,971

459% OVER BASE FIGURE

### CodeStack Academy Enrollment Campaign — *CodeStack*

Social Media Campaigns using Facebook and Instagram

BASE FIGURE 34 Registered Students  
MARKETING GOAL 50 Registered Students  
ACTUAL VOLUME 85 Students

DOUBLED ENROLLMENT IN ONE YEAR

### Membership Campaign — *Priority One Federal Credit Union*

Print Marketing Campaign

MARKETING GOAL 5 Select Employee Groups and 300 New Members  
ACTUAL VOLUME 9 Select Employee Groups and 820 New Members

EXCEEDED GOALS BY 173%

Vinotheque Wine Cellars  
GlobalCard  
PacWest Telecom  
Utility Telephone  
Capital Lending Strategies  
WesCorp  
Ceres Commerce Center  
Turlock Irrigation District  
Wright Process Systems  
Marketing Association of California  
Marketing Association of Credit Unions  
Bat-A-Round  
Valimet – Industrial Powders  
Narrow Gate Productions – Chores the Movie  
Golden Mastermind - Media Productions  
Montezuma Fire District  
Neumiller and Beardslee Attorneys  
Nakashima Golf Clubs  
Infiniti Sports Group  
Foot Solutions  
Farmington Fresh  
Innovative Structures  
Aura Investments  
Bank of Stockton  
Energy First CU  
Hawaii Community FCU  
Honda FCU  
Priority One CU  
First City CU  
Silicon Valley CU  
USA FCU  
Premier Community CU  
Central State CU  
San Francisco FCU  
LA Police CU  
Yolo FCU  
Kern FCU  
Travis FCU  
Burbank FCU  
Western FCU

