

# ALVIN PEREZ

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## CAREER PROFILE

Graphic Design Print Production Manager focused on delivering graphic design solutions to help elevate and enhance brands, the consumer experience and customer relationships. Over 8 years experience collaborating with many cross disciplinary professionals, interdepartmental teams and well respected trade vendors on a variety of well known brand launches such as Brawny, Angel Soft, Dixie, Vanity Fair and Private Label brands.

- Project Management
- Marketing & Awareness-Building
- Brand Stewardship
- Customer & Client Service
- Event Planning & Promotion
- New Design & Print Technologies

## PROFESSIONAL EXPERIENCE

GEORGIA-PACIFIC LLC, CONSUMER PRODUCTS – Atlanta, GA April 2002-November 2008

**Design Coordinator/New Design Technologies Manager/Print Production Manager-** Create new value for the strategic foundation of Innovation and the Point-of-Selection. Analyze brand initiatives and collaborate with new/existing vendors, suppliers, design firms on how best to apply learning's against specific brand initiatives.

- Directly managed new Brawny POS sample dispensing device to 9,300 Mass, Drug & Retail locations. National sales force expressed satisfaction, 32% under budget, 3 weeks ahead of schedule.
- Implemented vendor On-site design development process and stage-gate proof routing tools resulting in lowered average invoice costs by 39%
- Successfully organized onsite vendor innovation trade show for Corporate and brand leadership stakeholders. Unsolicited feedback was overwhelmingly positive.

WEST ESSEX GRAPHICS– (*on site, Fort James Corp.*) Norwalk, CT

April 2000-April 2002

**On Site Account Manager/Customer Support** – Onsite vendor Account Manager facilitating all aspects the Fort James Design and graphics brand print programs. New design project tracking, oversee workflow activities, attend print runs as customer representative, preflight incoming design material.

- Successfully transitioned customer graphic branded packaging assets, best practice knowledge and expertise during acquisition and relocation of Fort James by Georgia-Pacific.
- Improved customer relations by collaborating face to face with Fort James design team to better utilize onsite existing hardware & software for converting CAD files to Mac format. Eliminated time consuming external conversion errors, reduced average invoice cost 2-3 % per occurrence.
- Participated in quarterly brand print quality review meetings analyzing production defects, implementing new ideas to improve print design quality and reprint accuracy.

PITNEY BOWES CORPORATION – Shelton, CT

October 1999-April 2000

**Major Account Executive, Office Systems Division** – Manage extensive Danbury/Bridgeport Facsimile & Copier account territory with significant Fortune 500 customer base (*Boehringer Ingelheim, Cannon Bicycles, Phillips Electronics, Unilever Distribution Center*), new business lead development. Present monthly territory reports to regional VP

- Through face to face interviews with customer and territory research, effectively presented key comparative advantages PB offered which resulted in high unit volume customers resigning with PB equipment and services.
- Introduced and implemented lead tracking software tools (Act) to district which contributed to shortened service call response times and increased customer satisfaction claims by customers in the region.

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## RELEVANT EXPERIENCE

**CUSTOMER SERVICE MANAGEMENT**– *Viking Color-Fairfield CT, Totalgraphics-Norwalk CT, 11/94-10/99*, Pursuing career interests in graphic arts and printing, successfully acquired roles with increasing responsibilities & high customer interface (*Mac Operator, Customer Service, Customer Service Manager, Sales, VP of Sales*).

- Directly managed company integration of personnel, equipment & services during acquisition of Viking Color by Totalgraphics printing with out service disruption or loss of quality to goods and services rendered.

**SOCIAL WORK**, *Case Manager-Project Moore Inc. New Haven CT, 10/89-11/94* While completing course work towards Human Services certification, successfully worked as a case manager/counselor for Private non profit agency.

- Managed a caseload of 35 Department of Correction clients. Effectively provided client support services referrals, life skills training, and course of action referrals to court officials on each of their behalf.

## TRANSFERABLE SKILLS & KNOWLEDGE

**TECHNICAL SKILLS & TRADE ASSOCIATIONS** – Adobe CS, Microsoft Office (*Word, Excel, Power point, Access*), Quark Xpress, Extensive prepress and commercial printing knowledge; (*flexographic, commercial offset, gravure*),

Active Member FTA (*Flexography Trade Association*) since 2004

## CREDENTIALS

**October 2003-Present CEU's Graphics printing and communications**, CLEMSON UNIVERSITY, SC  
*Multiple CEU symposium course completion including: Color Management symposium Guest Panel speaker, (2008), ICC Managed Digital Proofing (2008) Designing for Corrugate (2007),FPPA Customer Guest Panel Speaker (2007), Comprehensive Flexographic Design to Print (2006)*

1989-1995 college level course work towards Social Work certification

New Haven, CT

June 1984 Briggs Center for Vocational Arts, High School completion

Norwalk, CT