



RICH SPRAGUE
Marketing Consultant, Graphic Designer,
Creative Director & Educator

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OVERVIEW

I am a senior level creative producer/manager of agency-quality traditional and digital marketing, including graphic design, website design and development services, print production, e-marketing, social networking, and other communications services, including strategic planning.

I offer over 60+ years experience in communications-related fields and was awarded a Master's Degree in Web Design & New Media from the Academy of Art University, San Francisco, 2018.

WORK EXPERIENCE

1988-current

FREELANCE GIGS AND CONTRACT MARKETING SERVICES FOR SMALL AND MEDIUM-SIZED BUSINESSES AND ORGANIZATIONS

I have provided marketing services, graphic design, emarketing, and web services, including print and digital, to a variety of businesses throughout the U.S. for several decades.

2014-2019

MARKETING SERVICES MANAGER / KARGO MASTER

For 6 years, I was under contract as a team member and Marketing Services Manager for Kargo Master, Rancho Cordova, CA, part of the Auto Truck Group and Holman Enterprises (a billion dollar company).

My services included the full gamut of marketing, including: graphic design, project management, photography, image rendering and manipulation, copy writing, digital marketing, and web design and development.

During my 6-year tenure ... 3 as the sole provider and 3 with a colleague ... we helped drive sales from \$12 million to nearly \$70 million annually.

1980-1988

SEVERAL COMPANIES & POSITIONS / PORTLAND, OREGON

Sales Representative: Commercial Printing Companies
President: DesignMark Communications, provider of graphic design, marketing and communications services.

1974-1980

SALES MANAGER & PRESIDENT / RAM GRAPHICS, INC.

In 5 years, I was responsible for increasing the company's revenue by several times. I outsold the aggregate sum of our other 5 sales representatives.

PROFICIENCIES

- Windows & Macintosh
- Adobe Creative Suite
- Microsoft Office
- HTML, PHP, CSS & JS
- Web CMS Applications
Wix, Wordpress
& Others
- Many Other Applications

CORE SERVICES OFFERED

- Branding & Identity
- Conceptual Development
- Web Design & Development
- Social Media (SMM)
- Pay per Click Advertising (PPC)
- Search Engine Optimization (SEO) –
Through Mike Keesling
- Email Marketing
- Print & Sales Collateral
- Relationship Management

Services are available on an a la carte (task basis), project or by contract.

WORK EXPERIENCE (cont.)

- 1972-1974 | **EDITOR & PUBLISHER / THE ARK NEWSPAPER**
- Founded a community newspaper for the Tiburon Peninsula in the North Bay of San Francisco. The newspaper is still publishing more than a half century later.
- 1969-1972 | **ADMINISTRATIVE ASSISTANT & PARALEGAL / THE LAW OFFICES OF RICHARD W. SPRAGUE**
- Managed a 10-person law firm. I administered bankruptcy cases for a Trustee/Receiver in Bankruptcy. Wrote and filed pleadings and reports with the Bankruptcy Court.

MAJOR ACCOMPLISHMENTS

- 1999-2000 | **ACROBAT EVANGELIST / ADOBE SYSTEMS**
- Working through user groups, online media, and print publications, I helped thousands of people world-wide learn how to create print-ready PDF files when Acrobat was in transition from an office tool to the defacto application for producing composite documents for print and the Web.
- 1998 | **SMALL CLAIMS COURT JUDGE / JUSTICE COURT, SCOTTSDALE, ARIZONA**
- 1985 | **PUBLISHED "SEVENTY-FIVE YEARS OF SCOUTING"**
- Hard cover book chronicling the history of the Scouting program in Northwestern Oregon. Produced in conjunction with the "Oregon Magazine" for the Columbia Pacific Council, Boy Scouts of America.
- 1973-1988 | **BOY SCOUTS OF AMERICA**
- Scoutmaster of Troop 9 in Marin County, California, for 4 years. Awarded 13 Eagle badges to members of the troop. Advisor to Order of the Arrow and a member of the Executive Board for the Marin Council and Columbia Pacific Council (Portland, Oregon).
- 1973 | **MODERATOR, COMMUNITY CONGREGATIONAL CHURCH, TIBURON, CALIFORNIA**
- Leader of the Church Council, Lay Minister and Youth Group Advisor.
- 1967 | **OFFICIAL SCORER, NCAA COLLEGE WORLD SERIES OF BASEBALL, OMAHA, NEBRASKA**
- 1965 | **MEMBER, PI KAPPA DELTA**
- National Forensic Honor Society, University of Arizona

EDUCATION

MASTER OF ARTS IN WEB DESIGN & NEW MEDIA

Academy of Art University / San Francisco
2011-2018

BACHELOR OF ARTS IN COMMUNICATION

Marylhurst University / Portland, Oregon
2000-2010 Graduated with a 4.0 GPA and Honors

SPEECH MAJOR

University of Arizona / Tucson, Arizona
1963-1967

CORE SKILLS

- Web Design & Development
- Print Design
- Image Manipulation
- Photography
- Copy Writing & Editing
- Computer Technology

PERSONAL TRAITS

- Workaholic
- Creative
- Resourceful
- Visionary
- Experienced
- Passionate
- Committed
- Humorous

HONORS/AWARDS

ALPHA SIGMA LAMBDA HONOR SOCIETY

... for outstanding adult students; Marylhurst University, Portland, Oregon, 2005.

EAGLE SCOUT

San Gabriel Valley Council, Southern California, 1958