

DEBRA A. BECHTOLD

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EDUCATION

- 9/84-5/87 State University of New York at Oswego
Bachelor of Arts in Communications
- 9/83-5/84 State University of New York at Cobleskill
Majoring in Business Administration
- 9/82-6/83 Fulton-Montgomery Community College
Early Admissions Student

WORK EXPERIENCE

2/93- Present FREELANCE GRAPHIC DESIGNER

Bechtold Design, 2059 State Highway 145, Middleburgh, New York
Freelance with individuals, groups, schools and private sector companies. Projects include: Technology Applications Quarterly (full color), Sharing Success and Technology Applications Quarterly (2 color), Tech2000 Online (cyberzine), logos, numerous brochures and flyers, promotional pieces and advertisements. Clients include: Education 21, Inc., Troy School 12, Albany, Schenectady and Troy Enterprise Community, The Rensselaerville Institute, Middleburgh Telephone Company, ARC of Schoharie County, Century 21 Rural Estates, and SUNY Cobleskill. Have the ability to go from concept to creation, print to web design.

12/94- 3/2000 AD SERVICES SUPERVISOR

Schenectady Gazette, 2345 Maxon Rd. Ext., Schenectady, New York
Promoted to Night Supervisor, August 1995. Supervised a staff of 5 to 10 persons. The Gazette is a dynamic fast paced work environment that demanded rapid assessment and problem solving on a daily basis. Interacted with the retail, classified, composing and layout departments. Worked on a Macintosh and Unix network to create advertising of one to four color layouts for The Daily Gazette and Sunday Gazette. Gave final approval for page and color proofs prior to printing. Kept deadlines for daily paper and special section inserts. Constant troubleshooting and problem solving.

1/88- 1/93 GRAPHIC ARTIST

Cobleskill Times-Journal, Cobleskill and Mirror Recorder, Stamford, New York
Recorded ad orders, designed layouts, spec ads, lay out papers, designed two-color covers for special sections and typeset advertisements. Produced PMT's and halftones. Several special sections were produced each year, including a Progress issue with over 180 ads, in which strict deadlines were kept. Maintained, updated and taught the use of the Macintosh computer system used for setting copy, advertisements and accounting, as well as designing in-house promotions. Spent four months learning and doing company bookkeeping on the Macintosh.

2/89- 7/89 ART DIRECTOR/GRAPHIC ARTIST

Mike Kinney & Associates, 333 Kingsley Road, Burnt Hills, New York
Part-time. Coordinated production and printing of a variety of products for clients. Combination of computer and manual skills were used to design and develop logos, letterheads, business cards, brochures, resumes, newsletters and decals, for a wide client base. Prompt and accurate turn around time was required.

8/87- 10/87 MECHANICAL ARTIST

The Noteworthy Company, 100 Church Street, Amsterdam, New York
Produced mechanicals for newsletters, postcards, and advertising layouts. One to four colors. Used a vertical PMT/halftone camera.

5/87- 8/87 PRODUCTION ASSISTANT

The Spotlight/Newsgraphics, 125 Adams Street, , New York
Newspaper production and commercial job work. Duties performed included: typeset ads, prepared work for printing, produced PMT's and halftones, developed and stripped negatives for printing.

Program Skills:

- PageMaker 6.5
- Multi-Ad 4.0
- Quark 4.0
- Photoshop 6.0
- Illustrator 8.0
- Microsoft Word
- Acrobat Distiller
- Acrobat Exchange
- Adsend
- Imagement
- QuickMail 3.0