

# RON CIOFFI

11120 Taylor's Spring Place  
Alpharetta, GA 30022  
p: 770.521.8693  
f: 678.393.8112  
kathyron@mindspring.com  
kathyron.home.mindspring.com

illustrated resume available  
kathyron.home.mindspring.com/resume.html

## SUMMARY

He is an experienced corporate and editorial art director, with diverse talents in journalism, photography and magazine editing. He is prepared to bring fresh leadership and wide-ranging conceptual strategies to your art, communications or marketing department.

- Managed up to sixteen associates in newspapers, magazines and corporate environments.
- Supervised budgets up to \$2 million annually.
- Education includes a master's degree in Journalism.
- Edited editorial and corporate magazines, using QuarkXPress, Adobe Photoshop, Illustrator and numerous other graphic arts applications on the Macintosh.
- Designed web pages and corporate logos, using Macromedia Dreamweaver and Flash.
- Written stories for The Washington Post, American Photographer, etc.
- Taken photos for Newsweek, Connecticut and Yankee magazines, etc.

## EXPERIENCE (1991-2001)

### Bank of America

600 Peachtree Street NE, Suite 1500, Atlanta, GA 30308, 1996-2000

#### Senior Art Director, Senior Print Production Manager

Managed and designed internal and external publications. Directed production department handling nearly \$2 million annual budget. Charged with developing bank communications strategies. Headed staff of four. Was laid off with entire department.

### The Scranton Times-Tribune

149 Penn Avenue, Scranton, PA 18411, 1993-1996

#### Design Director

Managed design, graphics and photography staffs. Served as newsroom coordinator and trainer for Windows-based pagination and editorial systems and redesign coordinator.

### Inside Tennis

3561 Lakeshore Avenue, Oakland, CA 94610, 1992-1993

#### Art Director/Production Manager

Directed editorial and advertising design, art, graphics and photography.

### InfoWorld

155 Bovet Road, Suite 800, San Mateo, CA 94402, 1991-1992

#### Design Director, Art Director

Directed design, art, graphics and photography. Served as key manager involved in the conversion to desktop publishing. Contracted free-lance photographers and artists.

## CLIENTS

### Magazine and yearbook production

United States Tennis Association Southern Section: Yearbook, 1999 - 2001;

Southern League Tennis magazine, 1996 - 2000

Georgia Tennis Association: Player's Handbook 2001

### Brochures, newsletters and graphic design

Georgia Merit System/Georgia 1st, Microkinetics, Financial Aid Services,  
The Evangelical Association of Russia, Scranton (Pa.) Chamber of Commerce,  
Birchwood Racquet Club, At Your Service, USTA Northern California Section

### Corporate identity, Internet design

Online Technologies Associates, Digital Haus, Cornerstone Web Design, HolidayFactor.com

### Reporting and/or photography

Newsweek, Yankee magazine, American Photographer, Goal magazine, Net News,  
The New York Times, The Washington Post, The Cleveland Plain Dealer, Fairfield County,  
Connecticut magazine, Views

## EDUCATION

### Michigan State University

Master of Arts in Journalism. Concentration: Design

Thesis: The Influence of USA Today's Visual Style

### Central Connecticut State University

Bachelor of Arts in English. Concentration: Writing

### Rhode Island School of Photography

Black and white photography degree