

Resume of

Andrew A. Durey

6202 15th Avenue South, Gulfport, Florida 33707

Home: 727-345-0935

Cell: 727-776-7561

adurey@seewiz.com

SUMMARY OF QUALIFICATIONS

- **Copywriting** - 10+ years experience at 2 top newspapers and at a manufacturer that is a world leader in its field.
- **Graphic Arts/Desktop Publishing** - 10+ years experience on both Mac and PC platforms. Proficient with software including Photoshop, Freehand, Quark, Pagemaker, Dreamweaver, Excel, Powerpoint, Acrobat. Also experience with Illustrator, Flash, Premiere.
- **Display Management** - 10+ years experience coordinating display creation and national trade show participation.
- **Website Design** - Creator of and webmaster for two web sites.
- **Product Compliance** – 10+ years as corporate liaison with Uniform Code Council, Underwriter Laboratories and trademark counsel.

EDUCATION

- Bachelor of Arts, Journalism, University of Iowa, Iowa City, Iowa
- Web Design Certificate, St. Petersburg College, St. Petersburg, Florida

WORK HISTORY

Marketing Communications, Flanders Corporation, 2399 26th Avenue North, St. Petersburg, Florida. April 1981 to June, 2006

- Was the in-house creative for publicly held manufacturer that is a world leader in industrial air filtration and that also has a line with strong presence in retailers such as Wal-Mart and Home Depot.
- Did copywriting and desktop publishing of printed marketing materials for Foremarket, Aftermarket, Surface Finishing and Retail Sales Divisions. Worked with sales and engineering to help define positioning and strategy.
- Created print materials that included: Commercial/industrial catalogs & price books, technical bulletins, product packaging, ads, brochures, POP
- Introduced electronic versions of catalogs using HTML, PDF and Excel. Introduced paper-back catalogs in place of more expensive ring-bound ones. Created PowerPoint presentations as needed.
- Handled company participation in over 30 national trade shows from display design to shipping, setup, teardown and payment tracking.
- Corporate liaison for over 10 years with Uniform Code Council for over 10 years. Was bar code coordinator and in-house bar-code expert.
- Corporate liaison with Underwriter Laboratories for flammability classification compliance for over 10 years.
- Corporate liaison with company's trademark attorney for trademark issues for over 10 years, maintaining company's trademarks.

Copywriter – Times Publishing Company, 490 1st Avenue South, St. Petersburg, Florida. February 1978 to October 1980.

- Wrote copy to promote sales and readership of classified advertising in the St. Petersburg Times and Evening Independent daily newspapers.
- Media included print ads, brochures, and slide/audio. Also wrote as part of a team in preparation of annual “market book” which promoted the area and the newspapers to out-of-state businesses.
- During my employ, The St. Petersburg Times was the second largest newspaper in Florida and recognized as one of the top 10 newspapers in the United States.

Copywriter – Des Moines Register & Tribune, 111 Locust Street, Des Moines, Iowa. May 1976 to February, 1978.

- Wrote copy used to promote sales and readership of classified, retail and general advertising. Media included print ads, brochures, radio, and slide/audio, outdoor.
- Wrote all copy for a classified promotion campaign that won ANCAM national award.
- Wrote copy to promote editorial and did voice for radio promos.
- Filled in as department photographer as needed.

SPECIAL SKILLS

- Created and maintain two web sites: www.stjosephstpete.org and www.seewiz.com concurrent with my employ at Flanders Corporation working nights and weekends and continuing today.
- Bilingual on basic level, English & Spanish
- Some experience with public speaking
- Enjoy dealing with people
- Enjoy the outdoors, working with my hands
- Experienced photographer