

CLIFFORD J. ZUGAY

OBJECTIVE

My experience covers nearly every facet of advertising. I can offer my marketing knowledge, production expertise, and my ability to communicate and persuade. My priority is always to help the organization become more successful. Please view my work at www.CliffsEdge.net.

WORK EXPERIENCE

2004-Present **Cliff's Edge Marketing** Chicago, IL President

Summary: Marketing technology has become easier, yet takes more involvement. It has become a technical exercise. Lost in that is the message. The true art of marketing. I set out to fix that.

Responsibilities: Consult with clients on branding, advertising and PR, and execute those programs.

2003-2004 **Madkat Productions** Chicago, IL Marketing Director

Responsibilities: Plan, create and execute a marketing system for the company, solicit and develop prospects, and increase the profitability of current customers. Also involved in developing internal work flow systems and procedures. Was also involved in creative direction and copy writing.

1996-2003 **Lanyap, Inc.** Lombard, IL Account Executive

Responsibilities: Originally hired to manage the production of direct mail programs. My excellent client service led me to positions with more customer contact, until I eventually became a full time account executive.

1995-1996 **Graphic Direct** Elmhurst, IL Supv. of Prod. Managers

Responsibilities: Manage the internal production of direct mail packages, and to supervise the department of five people within that department. Additionally served on management boards and committees that were dedicated to improving work flow and quality within the company.

1993-1995 **General Business Forms** Skokie, IL Production Coordinator

Responsibilities: Production of Direct Mail packages

1989-1992 **Johnson & Quin** Niles, IL Senior Client Services Rep.

Responsibilities: Production of Direct Mail packages

1985-1989 **Pride In Graphics** Chicago, IL Production Operator

Responsibilities: Manage offset, sheet print projects and bindery.

EDUCATION

1978-1983 **DePaul University** Chicago, IL
Bachelor degree in Marketing

1974-1978 **Archbishop Weber High School** Chicago, IL
College Preparatory Curriculum

PROFESSIONAL MEMBERSHIPS AND ACHIEVEMENTS

2001-2003 Chicago Association of Direct Marketing (CADM) – Chairman: Production Special Interest Group

March 2002 CADM Second Wednesday panel moderator and participant

June 2002 Wisconsin Direct Marketing Association discussion panelist

Nov. 2001 Chicago Association of Direct Marketing – Education Day lecturer on the evolution of digital printing technology.