

## PAUL STREETO

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Website / Design Portfolio: [www.PaulStreeto.com](http://www.PaulStreeto.com)

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### SKILLS:

Adobe CC: InDesign, Photoshop, Illustrator, Dreamweaver, Fireworks, InCopy, Edge Animate, & Flash; Final Cut ProX; QuarkXPress 7; Microsoft Office; PowerPoint; Virtual Publisher; Joomla; Joomag; Insite; Sharepoint; Basecamp

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#### >>Freelance Experience:

(8/2016 - pres.) **REMOTE EDITORIAL DESIGNER/TYPESETTER**, [Top Agent Magazine](#) (Real estate industry)

Part time, remote position:

- Editorial typesetting and page layout of profiles and articles
- Compilation of weekly national and international editions

(4/2014 - pres.) **REMOTE LAYOUT DESIGNER**, [Innovation In Medtech](#) (Online company focused on the medical device industry)

Part time, remote position:

- Creation, development, layout/page design of bi-weekly digital magazine, [The MedTech Strategist](#)
- Company branding, logo creation, design of marketing collateral, ebooks, brochures, trade show signage and fulfillment, ad design, UX web development
- [click here for the current digital issue](#)

(3/2012 - 4/2015) **REMOTE TYPESETTER**, Golson Media, Croton-on-Hudson, NY

(Company was sold in April 2015)

- Layout and editing of books, encyclopedias/reference manuals for various publishers (HarperCollins, SAGE Publications, Salem Press, etc.) through final production phases for print or digital publication

#### >>Corporate Experience:

Feb 2014 – Nov 2016

### **MEDIA PRODUCTION MANAGER**

[Wire Association International](#) / Madison, CT

- Production design and imposing of editorial layouts for *Wire Journal Magazine* - monthly
- Magazine imposing and proofing using Virtual Publisher and InSite
- Design of marketing materials, brochures, ads, infographics, annual trade show booth design and fulfillment
- Biweekly newsletter development and distribution using Joomla 3.0

· [click here for digital issues](#)

Dec 2011 – Feb 2014

### **REMOTE PRODUCTION ARTIST** (Contractor)

[Air Age Media](#) / Wilton, CT

*The largest multimedia publisher of information for enthusiasts of radio-control devices*

*Product line: 6 newsstand magazines, 10 websites, books, DVDs, expos, webcasts*

- Typeset and design of editorial layouts for magazines, books and ebooks
- Production design of print and digital marketing materials, trade show booth designs, PPT presentations
- Magazine and book imposing (set ratios/weights/distribution)

Jan 2001 – Aug 2011

### **REMOTE CREATIVE DIRECTOR / PRODUCTION MANAGER**

Elsevier Business Intelligence / Norwalk, CT & Amsterdam

*Healthcare Information Publisher*

*Product line: 11 trade magazines, books, reference materials, conferences, webinars*

#### Remote-based, hands-on production designer and team lead:

- Provide creative concepts, layouts and art production for all media
- Establish product branding and development design standards
- Print & digital layout of 11 Life Sciences magazines – producing 23 issues monthly
- Editorial layout of books, ebooks, manuals, and white papers
- Print & digital production of marketing campaigns, HTML communications
- Creation of magazine/book style guides, Production/Editorial department workflow

#### Awards at Elsevier:

Gold – Best Publication redesign, Society of Healthcare Publication Editors, 04/2011

Bronze – Best Publication redesign, Society of Healthcare Publication Editors, 05/2007

(1996 - 2000)

**LEAD COPYWRITER / INFORMATION EDITOR**

Cendant Corporation / [NetMarket Group](#), Trumbull, CT

- Lead a 4-member team on the creation of written content for consumer catalogs representing American Express, Citibank, Chase & AOL credit card members
- Writing and editing of household goods product descriptions, press releases, membership information and special promotions

>>Education:

1990, Pennsylvania State University, State College, PA  
Journalism & Communications