

Vito Robert Manfredi

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Introduction:

I am a highly skilled and creative graphic designer with copywriting experience, serving energy and tech startups and small businesses. My graphic design services support my clients' sales, marketing, social media, presentation, and packaging needs.

Prior to my current freelance and contract assignments, I was employed at National Oilwell Varco (NOV). I was responsible for designing and updating literally hundreds of pieces of marketing collateral for NOV, supporting millions of dollars of equipment sales.

Accomplishments include:

- Designed product labeling, marketing collateral, presentations, and website graphics for life science and dental products companies in Texas.
- Designed brochures and flyers (sales sheets) for a Houston (Texas) area company that delivers downhole motors to clients in the oil and gas industry.
- Designed product packaging for a technology company in the Woodlands, Texas.
- Designed an ad for DexMat, a Houston (Texas) tech company that manufactures high performance products made from Carbon Nanotubes.
- Completed over 800 marketing collateral pieces (brochures, flyers, etc.) and technical manuals for National Oilwell Varco (NOV), Houston, Texas.
- Acclaimed by an entire sales department in NOV for producing 40-page corporate product catalog that was "flying off the shelves" to prospective clients.
- Created conceptual designs and managed project implementation for Offshore Technology Conference (Houston, Texas) visual display presentation of NOV's more than 300 products and services.
- Extensive experience applying independent graphic design in cooperation with internal clients and marketing teams.
- Designed a banner for the American Society for Quality, Houston Texas Chapter.
- Designed a banner for the American Society for Metals, Houston Texas Chapter.
- Designed postcard ads targeting upscale automotive repair shop customers, for a Greater Houston client.
- Demonstrated ability to use time management skills to produce high quality work on multiple projects under conflicting deadlines.
- Advanced proficiency in multiple software programs: Salesforce, Adobe Creative Cloud: Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Adobe Bridge, Adobe Dimension, Adobe Acrobat; CorelDraw, Keynote, Microsoft Word, Microsoft Excel, and Microsoft PowerPoint. Mac and PC.

Graphic Design and Copywriting Experience:

VRM Graphic Design, Houston, Texas - 2015 to present

Self-employed graphic designer serving a variety of clients, including the oil and gas industry.

Texas Tools Marketing, Missouri City, Texas - Planning, Design, Implementation - (contract) 2015 to present

Projects include Convention Booklets, Program Booklet, and logos.

National Oilwell Varco - Corporate Marketing, Technical Publications, 1990 to 2015

I designed and produced a wide variety of brochures, catalogs, flyers, digital graphics, ads, equipment posters, HSE (Health, Safety and Environment) posters, placards, forms, and operations manuals. I applied updated branding to design, including business cards and stationery. My designs made up a large percentage of the marketing collateral on display at the Offshore Technology Conference and numerous trade shows worldwide. My brochures and flyers were displayed either by print or on the eLit (booth display screen) stations.

In addition, some brochures and flyers were designed in multiple languages for international markets. My projects included:

- Land Rig Portfolio: 40-page catalog of land rigs
- Pressure Control Catalog: 150-page catalog of blowout preventers and other pressure control equipment
- Coiled Tubing Manual: 300+ page manual of coiled tubing/well completion products
- Supported Corporate and divisions in creating PowerPoint presentations; assisted website team with online content.

Information Development Incorporated - Documentation Specialist, 1988 to 1990

Projects: software manual for Shell Research Center; user manuals, training handbooks, technical writing

Education:

- Bachelor of Arts, Radio-Television, University of Houston
- Walt Whitman High School, Huntington Station, NY; New York Regents College Scholarship recipient
- Studied German language in high school and college for total of seven years, basic proficiency.
- Microsoft Certification Exams

Organizations:

- NOMADS (National Oil-Equipment Manufacturers and Delegates Society)
- NSS North Houston Space Society
- ASQ (American Society for Quality)

Community:

- Science judge for a special awarding agency, at the Science and Engineering Fair Houston (SEFH)
- Assisted in designing presentations and graphics for American Society for Quality, NOMADS, NSS North Houston Space Society, SEFH, STEM, and Comicpalooza meetings/events.

Portfolio and Recommendations:

In addition to my printed samples, I have an online portfolio and letters of recommendation available for viewing at: <http://www.manvhou0815.com/>

Additional recommendations are on my LinkedIn profile: <https://www.linkedin.com/in/vito-robert-manfredi/>