

## **Gary J. Camella**

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### **Summary**

I am a proven manager-level Print Production Professional utilizing an extensive background in print production, graphic design, and project management to collaborate with creative teams and lead efforts to manage projects from concept to completion, managing infinite details in a fast-paced environment. I am uniquely qualified to secure production of seasonal campaigns for in-store point of sale, large-scale print graphics, and three dimensional store fixtures and coordinate timely delivery.

I possess extensive knowledge in both small and large format offset, silkscreen, flexographic, digital and web printing processes with diverse experience in the following industries:

- Retail Clothing, Direct Selling/Home Products and Lodging/Hospitality/Entertainment.

### **Professional Experience**

**Limited Brands, Inc.**, Columbus, Ohio  
**Express, LLC**

#### **Manager Production, Marketing (2005-2009)**

Successfully managed \$8 million annual print budget while leading efforts to secure production of in-store point of sale and large format printing for over 1,000 Express retail locations. Collaborated with production artist and agency of record, Lloyd & Co. of New York City, to ensure the successful execution of image re-touching for seasonal and direct mail campaigns.

- In response to weekly target marketing needs, initiated efforts to introduce workflow process which enabled quick response to reactionary business demands, reducing turnaround time by two days.
- Worked with internal and external partners to establish new guidelines aimed at reducing overnight shipping expenses; enforced deadlines, secured materials in advance, and identified potential bottlenecks. The result was a reduction of 75% in FedEx shipments for a cost savings of \$435,000 in 2008.
- Met challenge presented by visual partners to elevate appearance of Fall 2008 Denim Navigational Campaign. Researched, tested and rolled out a new cold foil printing process achieving an elevated appearance, eliminating the time and costs of heat set foil. The result was a reduced cost of 50% for a savings of \$135,000.
- Worked with production associates to establish a proven supplier base providing goods and services in a timely manner and within budget while ensuring production and brand standards were met.
- Worked with design and visual teams to re-engineer multiple large format components resulting in increased functionality, reduced costs, reduced waste with quick production turn-around.
- Partnered with e-commerce and design teams and coordinated production efforts to produce packaging components essential in go-live launch; awarded company Brand Hero Award for efforts.
- Worked closely with finance department to maintain and report current budget status, monthly accruals and monthly forecasts.
- Promoted from Senior Print Buyer to Manager Production, Marketing.

**Limited Brands, Inc.**, Columbus, Ohio  
**Structure**

#### **Senior Print Buyer (1998-2005)**

Assisted Director of Print Production with all aspects of retail print production related to in-store point of sale, large format and direct mail print campaigns.

- Responsible for managing all aspects of large format print production from timelines to image and art approvals, quoting and press approvals with suppliers and delivery into distribution points.
- Worked closely with internal groups to coordinate image re-touching of seasonal photography for use in point of sale, large format and direct mail campaigns.
- Worked closely with creative team to manage designs and meet expectations for marketing elements.
- Successfully managed quoting process which ensured compliance with project budgets.

## **The Longaberger Company, Newark, Ohio**

### **Graphics Department Manager (1995-1998)**

Hired to restructure and manage the existing in-house graphics department in an effort to centralize design efforts for the corporate office and prepare for future growth.

- Managed staff of three graphic designers and initiated the hiring process to include a corporate photographer and creative stylist into newly created positions.
- Coordinated all aspects of print buying including developing and monitoring print budgets, specifying materials, bidding, proofing, and performing press checks as required. Produced local and national print advertisements to promote consistency.
- Directed efforts to re-design The Longaberger Company logo and implement a company-wide corporate standards manual providing rules and guidelines for upholding the brand throughout all aspects of corporate and marketing communications.

## **Red Roof Inns, Inc. (Corporate Office), Hilliard, Ohio**

The Mid-Ohio Sports Car Course, TrueSports Racing

### **Graphic Designer (1985-1995)**

Spearheaded the creation of the first in-house graphic design position and led efforts to eliminate the need for outside design services. Responsible for providing the design and production of regional and chain-wide promotional materials, brochures, nation-wide inn directory and two monthly publications: Inn level (*Roofline*) and Corporate Office (*The InnSide Track*).

- Designed, implemented and maintained an inn level ad planner for use by individual inns, which promoted consistency in advertising efforts chain-wide.
- Worked closely with the Director of Marketing for the Mid-Ohio Sports Car Course to incorporate annual race themes into the design and production of season posters, individual race programs and direct mail campaigns while promoting consistency in print collateral. Provided photographic support for seasonal race events.

## **The Sandusky Register Newspaper, Sandusky, Ohio**

### **Graphic Designer (1984-1985)**

Reported to Newspaper Senior Editor

- Responsible for providing the layout, design and production of retail advertisements, editorial features and editorial feature illustrations.

## **Education**

The University of Cincinnati  
College of Design, Architecture, Art & Planning  
Bachelor of Science in Design  
Graphic Design Major

Participated in the Co-operative Education Program alternating quarters of school with work in the field of graphic design. Employment within the Co-operative Education Program included:

- Doremus & Company - New York, New York
- Huffy Design Center - Miamisburg, Ohio
- The Drackett Products Company - Cincinnati, Ohio
- Blue Cross of Southwestern Ohio - Cincinnati, Ohio (two consecutive appointments)
- Schmidt/Bowman & Associates - Cincinnati, Ohio

## **Computer Skills**

Proficient with Macintosh and PC platforms:

Quark Express, Photoshop, Illustrator, Microsoft Word, Microsoft Excel, Ariba, Coupa (custom finance programs)