

RECENT WORK

BRIAN LEHMAN

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EDUCATION

Bachelor of Arts - English
Sonoma State University
1986 (cum laude)

SOFTWARE

InDesign
Photoshop
Illustrator
Dreamweaver
Quark
Word
Excel

REFERENCES

Available upon request

STRENGTHS

Every place I've worked I have been an integral part of the creative processes and have contributed mightily to the creation of promotional and marketing campaigns.

I consider myself to be a very valuable resource for seeing unique possibilities when it comes to generating creative, unique, and practical solutions for promotions, ads, and collateral pieces, always with an eye toward ethical and sustainable options.

THE TRUST FOR PUBLIC LAND

Production Specialist, National Marketing, June 2004 - February 2009

REGIONAL & STATE NEWSLETTERS: Designed and produced working with staff from around the country, copy editors, designers, proofreaders, printers, mail houses.

BROCHURE SYSTEM: TPL is a diverse national organization. The need for a flexible presentation system was apparent. Working in concert with other members of the National Marketing Department, I designed, implemented, and maintained a brochure system whose elements include; general brochure, presentation folders with changeable front cards reflecting TPL's diverse work and geography, info sheet inserts covering over two dozen subject areas of TPL's work and services.

REPORTS: TPL generates a large number of reports on park needs and land use. I took several of these reports as raw Word documents, ranging in length from 2 to 40 or more pages, and turned them into palatable formats and significantly more readable design.

PRESS CLIPS: TPL garners the attention of a significant amount of press. Working with the director of PR, I designed a template for PDFs of scanned press clips. These were then loaded onto TPL's intranet for download and use in presentations by staff around the country.

SPECIAL PROJECTS & ONGOING RESPONSIBILITIES: As needs arose among the departments, from Development to Human Resources, and the project staff, I was called upon to either help with or carry out the design, production, and mailing or distribution of various projects such as postcards, ads, note cards, invitations, etc. I designed and produced a very popular annual TPL desk calendar. Also some web updating.

CALIFORNIA FILM INSTITUTE (Mill Valley Film Festival, Rafael Film Center) Marketing and Publications, August 1997 - June 2004

QUARTERLY RAFAEL CALENDAR: Design and production. Including: setting deadlines, gathering content from staff and programmers, layout, printing, distribution, mailing. Quarterly print run 35,000+.

ADS: Design and placement for the Film Center and Film Festival

OTHER PROJECTS: Event flyers, invitations, posters, programs, and signage for films, film series, and filmmaker events. Sponsor recognition posters for Film Festival and special events. Design, production, and mailing of postcards and other mail pieces. Design, production, and updating of banners for Festival and events. Some web updating. Played integral role in the restoration and re-opening of the Rafael in 1999. Mounted a photo exhibition for Rafael's 5th Anniversary. Support materials for Development and Membership Departments. Worked closely with agency in name change and re-branding from Film Institute of Northern California to California Film Institute.

CAFE MONET

San Rafael, CA. Waiter

January 1990 - August 1997

MAIN STREET CAFE

Grass Valley, CA. Waiter

August 1987 - January 1990