

## RECENT WORK

### BRIAN LEHMAN

15 Roosevelt Avenue  
San Rafael, California 94903  
415 479 8512  
brian@wordwelder.com  
wordwelder.com

### EDUCATION

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

### SOFTWARE

InDesign  
Photoshop  
Illustrator  
Dreamweaver  
Quark  
Word  
Excel

### STRENGTHS

At both TPL and CFI I was an integral part of the creative process and contributed mightily to the development, design, and production 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, diverse, and sustainable options.

### REFERENCES

Jay Dean  
The Trust for Public Land  
415 495 4014  
jay.dean@tpl.org

Bill Poole  
The Trust for Public Land  
415 495 4014  
bill.poole@tpl.org

Mark Fishkin  
California Film Institute  
415 383 5256  
fishkin@cafilm.org

### THE TRUST FOR PUBLIC LAND

Production Specialist, National Marketing, 2004 – 2009

**NEWSLETTERS:** Working with staff from around the country, copy editors, contract designers, proofreaders, printers, mail houses, I designed, laid out, and coordinated the production of state and regional newsletters.

**BROCHURE SYSTEM:** As a diverse national organization TPL the need for a flexible collateral materials 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, newsletters, press clips, and any number of presentation-specific pieces.

**REPORTS:** TPL generates a large number of reports on park needs and land use. I very often took 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 AND ONGOING PROJECTS:** As needs arose among the departments, from Development to Human Resources to the project staff, I was called upon to carry out design, production, and mailing or distribution of collateral such as postcards, ads, note cards, invitations, etc. I designed and produced a very popular annual TPL desk calendar. Performed some web updating.

### CALIFORNIA FILM INSTITUTE (Mill Valley Film Festival, Rafael Film Center) Marketing and Publications, 1997 – 2004

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

**ANNUAL FILM FESTIVAL PUBLICATIONS:** I was an integral member of the creative team for the Festival schedule and souvenir program.

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

**OTHER PROJECTS:** Flyers, invitations, posters, programs, and signage for films, film series, and filmmaker events. Sponsor recognition posters for Film Festival and events. Design, production, and mailing of postcards and mailers. Design, production, and updating of street banners. Some web updating. Played integral role in the restoration and re-opening of the Rafael Film Center. 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.