

GOLDIE ANN GAREZA**WORK EXPERIENCE****SURVEY**

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W | S | C | G

◀▶ **Sony Music Entertainment**, New York, NY ●

28 | 26 | 25 | 20

Graphic Artist/Imaging — August 2003 – present

This Creative Services Department houses "digital plastic surgeons and dermatologists of the music industry," (among other things) removes the "pixel pock marks" of Latin bon-bon shakers, disguises hair plugs of the "folliclely challenged," and softens the cellulite of many "children of Destiny." Now that you know "the truth," you must be killed.

- ▶ Render logos for vector output and design of specialty packaging and web graphics such as banners and html email headers for various artists on the label.
- ▶ Assist Art Directors in the design and production of CD, DVD and cassette packaging, as well as advertisements, merchandise and point of purchase material.
- ▶ Scan artwork, transparencies and photographs using Heidelberg flatbed scanner; wet mount transparencies and negatives using Tango drum scanner.
- ▶ Retouch and color correction of artist photos and other art elements used for output.
- ▶ Monitor and maintenance of all printers on the department's network.

◀▶ **Coffee Shop**, New York, NY ● W ▶▶

26 | 28 | 8 | 22

Server, Bartender, Hostess, etc. — May 1998 – present

— September 1993 – July 1997

Zagat 2004 review: *Still a "scene and a half," this Union Square "late-night" vet is a coffee shop "in name" only, featuring "funky" Brazilian-accented American fare and "fun drinks"; just know that the famously "model-esque" staff is "purely decorative" and "long waits" are the norm.*

- ▶ Basic waitress duties include the enforcement of "The Customer Is Always Right" policy and seeking answers to such questions as, "How would you like your eggs?" and "White, wheat, English muffin, rye or bagel?"
- ▶ Basic bartender duties include the organization and management of inventory in addition to the presentation of bar jokes and specialty cocktails in exchange for a minuita of currency.
- ▶ Hosting, food running, cappuccino making, management and whatever job is short-handed at the time are always required.

■ **Atlantic Records**, New York, NY ● W

22 | 15 | 20 | 18

Production Manager/Graphic Designer — January 2002 – May 2003

You don't have to be Phil Collins to be able to say, "take a look at me now," at this Creative Department with tons of ample "office space" to keep me from "Dire Straits."

- ▶ Production Manager for all advertising and merchandise for Warner Music Group labels including Atlantic Records, Lava Records and VP Records.
- ▶ Worked independently with freelance designers, ensuring that all comps are routed and revisions are made within production deadlines; liaison between the Department Head and the traffic coordinator.
- ▶ Macintosh computer maintenance and troubleshooting for the entire Art Department in the absence of the always-absent I.T. guy.

■ **Columbia Records**, New York, NY ● W

28 | 26 | 15 | 9

Marketing Coordinator — August 2000 – January 2001

Marketing Assistant — October 1998 – August 2000

Go in like a lamb, come out like a lion; once referred to as "the boot camp of the music industry," this job was a definite "character builder."

- ▶ Assisted in the implementation of marketing campaigns in all aspects of Product Management for the following Columbia artists: Johnny Cash, Harry Connick, Jr., Joey McIntyre, Now That's What I Call Music Vol. 5, Savage Garden, Jessica Simpson and South Park: Chef Aid and Mr. Hankey's Christmas Classics.
- ▶ Planned and scheduled promotional events, coordinated artist travel, technical and hospitality riders and interviews while on tour.
- ▶ Reviewed artwork for correct copy, images and layout as well as provided creative input for all print advertising, album packaging and point of purchase material.
- ▶ Provided copy and art direction for artist solicitation sheets and other marketing tools.
- ▶ Coordinated street teams for distribution of marketing tools at teen shows such as MTV's Total Request Live, Arthur Ashe Kids' Day, radio shows and other events that attract the same genre.
- ▶ Collected and distributed weekly marketing status reports to the field and staff, scheduled weekly meetings, hired interns for the department, tracked marketing plans and monitored budgets and payments for artists and accounts.

■ **Rotwang Monster Graphics**, Monterey Park, CA ● W

25 | 25 | 27 | 30

Owner, Graphic Designer — January 1991 – September 1993

Named after a character in the old flick, "Metropolis," this lucrative business was "bringing home the bacon"; too bad it took almost three years for the owner to realize that she was allergic to the paint used to print, and not to "work itself."

- ▶ Produced custom and commercial silk screen designs using a 6-color manual press.
- ▶ Designed corporate logos, letterhead and artwork for business merchandise and sports teams.
- ▶ Produced positives using a mercury exposure system, as well as hand-cut separations, for color separations; customized and hand-mixed plastisol inks.
- ▶ Prepared screens for printing using emulsion and darkroom techniques.

■ **Y Grow Up, Inc.**, Montebello, CA ●

25 | 28 | 28 | —

Designer — March 1993 – June 1994
 — September 1988 – September 1992

Once the “Krispy Kreme of the children’s clothing industry,” this company that produced hand-painted and silk-screened originals found even the “toughest customer” saying “how cute” under his breath. If Y Grow Up were in existence today, it would “blow Baby Gap outta the water.”

- ▶ Originated and developed company’s style.
- ▶ Designed textiles for children’s clothing and accessories including lunch boxes, lap trays, sneakers and toys.
- ▶ Produced color separations and positives, prepared artwork for production.
- ▶ Chose color palettes for all designs, monitored production.
- ▶ Created all advertisements, catalogs and window displays for retail stores.

FREELANCE PROJECTS

- MochaBoy Music – Photography and Logo Design — November 2003
- Best Buy – Photographer for KISS instore event in NYC — July 2003
- Feel Records – Design/Cover Photography for Miles’ “Structure vs. Happiness” album and merchandise — May 2002
- Atlantic/Q Records – Art Director/Design for Joey McIntyre’s “Meet Joe Mac” album, website and merchandise — February 2001
- Calabazitaz Tiernaz (Film Production Company) – Digital Storyboard Design for music video treatments — Summer 2000
- Fly Fishing New England (Publication) – Art Direction/Design — Winter 2000 issue
- Jazz at Schurr – Design for all merchandise & program book for yearly benefit concert — Spring 1993, Spring 1994, Winter 1997

ADDITIONAL EXPERIENCE

- James Beard Foundation – Prep cook — June 1997, August 2000
- Birthing coach — January 3, 1999
- Dressed a dead guy — October 10, 1997
- Star Trek: The Next Generation – Union Background Actor — 1989-1993 (5 Seasons)

TECHNICAL SKILLS

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|------------|--------------------------------------|--------------|----------------|-------------------------------|
| Macintosh: | • Basic maintenance (Windows/OS 9/X) | • Linocolor | Non-Macintosh: | • 35mm Photography |
| | • Adobe Illustrator X | • iMovie | | • Bartending |
| | • Adobe Photoshop 7 | • iPod DJing | | • Film Mounting/Drum Scanning |
| | • Adobe ImageReady 7 | | | • Manual silk screen press |
| | • Quark Xpress 5.0 | | | • Super Sculpey Manipulation |
| | • Macromedia Dreamweaver | | | • Volleyball |

EDUCATION

- Berklee College of Music, Boston, MA Summer Performance Program, Summer 1989
- Pasadena City College, Pasadena, CA Major: Music Education

ORGANIZATIONS

- Screen Actors’ Guild. 1994 – present
- National Forensics League, Humorous Interpretation . . 1987 – 1988

Key to Ratings/Symbols

● overtime and nights required	W . . . Workload	0 – 9	Not much at all
W working on weekends required	S Stress level	10 – 15	Nothing to brag about
⌘ dress code	C Creativity	16 – 19	Pretty gosh darn decent
	G Growth potential	20 – 25	Mom is very proud (but still worries)
		26 – 30	More than one can handle