



Jonathan F. Mayer

Brand Communication | Creative Production | Strategic Leadership

Professional Experience

Radford University Radford, VA (2005 – present)

Assistant Manager of Printing Services

Division of Information Technology (8/2010 – present)

- Modernized operations and expanded service/product sales offerings, including researching and negotiating over \$1MM in equipment and service contracts.
- Continuous improvement efforts include increasing efficiency of monthly charge process through enhancing a print jobs database to reduce administrative time by >75%.
- Spearheaded collaboration on space planning for relocation; effectively reduced square footage by 50% (from 7200 to 3500).
- Enabled a high-performance team to sustain world-class production quality in a fast-paced, high volume, deadline-driven environment.
- Developed lasting relationships with external and internal stakeholders/clients; became the trusted go-to partner for university brand implementation and confidential materials.
- Served on numerous institutional hiring committees.
- Collaborated directly with senior leadership to contribute to and design report for divisional 5-year strategic plan.
- Facilitated workshops, tours, and presentations on print design and production methods.

Graphic Production Technician

Printing Services, Division of Information Technology (11/2007 – 8/2010)

- Coordinated multiple simultaneous projects through digital and physical processes from concept to completion.
- Designed/produced effective print collateral, photographic prints and wide format signage to exceed expectations for a diverse set of internal and external clients.
- Hired and mentored graphic design students.

Customer Service Specialist

University Services, Division of Finance & Administration (7/2005 – 10/2007)

- Provided customer and administrative/fiscal support across 5 rotating locations: Conference Services, Printing Services, Postal Services, Campus Card and Parking Services, and Visitor Center.

Additional Experience

Freelance Graphic Designer

Various Clients (11/2006 – present)

- Designed promotional materials, publications, logos, and web sites.

Board of Directors / VP

Pine Valley Recreation Club, Inc., Radford, VA (2/2013 – 3/2019)

- Contained costs, reversed operating deficit and paid down debt, while implementing at least one major improvement annually.
- Increased engagement and overall demand through communications, including creation of online presence.
- Vice President 2018-2019.

Recognition

- Sole recipient of the 2015 Radford University Presidential Service Award
- "Best in Print" Regional ADDY Award 2019
- In-Plant Impressions Magazine "15 Under 40"

Skills

Software

- Mac, Windows, Linux
- Adobe CC: Acrobat, Bridge, Illustrator, InDesign, Lightroom, Photoshop
- Microsoft Office 365: Excel, OneNote, Outlook, Planner, PowerApps, Powerpoint, Publisher, Sharepoint, Teams, Word
- OneDrive, Skype, Trello
- HTML/CSS
- Filemaker Pro

Industry-Specific

- eVA Procurement, Banner Finance, Cognos Reporting
- EFI Tools: Fiery Digital Front Ends, Fiery XF Server, Command Workstation, Color Profiler Suite
- Wide format inkjet printers, graphics installation, displays
- Digital print production systems
- Binding, coating, cutting, laminating, stitching equipment

Additional

- Professional sound reinforcement
- Photography, digital and film
- Piano, guitar, drums, bass, ukulele

Education

Graduate Certificate: Design Thinking

(Anticipated 2021)

Radford University, Radford, VA

Bachelor of Science: Studio Art

(12/2002)

Radford University, Radford, VA

- Concentration: Graphic Design