




# SKIP FREIDHOF

PRESIDENT, CEO+CREATIVE DIRECTOR

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 Skip Freidhof

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## EXPERTISE

creative direction

project management

proposal development

budget management

concept development

customer relationship  
management

script preparation

presentation design

collateral design

interactive demo design

user interface design

video direction

- One-stop management of creative projects that support marketing initiatives, including concept development, scriptwriting, design and layout, artwork creation, animation, programming and editing
- Management of project plans and production schedules, coordination and prioritization of global deliverables schedules
- Executive level and product presentation creation and creative management including keynote speeches, corporate strategy and technical presentations
- On-site event management of audiovisual staging services and presentation delivery for customer events, internal meetings, executive conferences and tradeshows
- Development of kiosk materials and interactive CDs for use at tradeshows and customer events, and for distribution to globally dispersed sales forces
- Creative development of collateral materials such as product catalogs, positioning papers, fact sheets and user guides for use as sales support tools
- Management and conceptual development of corporate videos and websites that support corporate branding and promotional efforts
- Creation of database driven presentation management system enabling clients to track and cross-reference large quantities of presentation materials used by different presenters

## EXPERIENCE

### Graphic Support Services

Principal, Creative Director  
Leesburg, VA  
1991-Present

### Imagematrix

Production Manager,  
Department Supervisor,  
Graphic Designer  
Falls Church, VA  
1981-1991

### Creative Technologies, Inc.

Computer Graphic Artist  
Annandale, VA  
1979-1981

### GRAPHIC SUPPORT SERVICES

President, CEO, Creative Director

I founded Graphic Support Services (GSS) in 1991 as a graphic design and project management support alternative for our first client. As an on-site resource I provided creative design services along with organizational services and events management capabilities for their marketing and sales organizations.

Since then GSS has specialized in providing design and management services that continue to support our clients' global sales and marketing initiatives. As skilled designers and creative individuals we manage and execute projects that are on-message and in-sync with corporate objectives and branding requirements.

GSS clientele have included Convergys, Ekahau, Fauquier County Parks and Recreation Department, National Recreation and Park Association, Orange Business Services, Plateau Systems, Savvis Communications, Sprint, Tata Communications, UUNET and others.

As the entrepreneurial force behind GSS my responsibilities include Creative Direction, Operations Management, Sales and Customer Relationship Management, and Financial Management for the organization. I develop and execute creative strategies, art direct projects, liaison with clients, write proposals, manage sales and marketing efforts, and perform all scheduling, vendor management, and budgetary management activities for the company.

As a creative resource for clients I have provided them with both on- and off-site leadership of creative teams in the execution of design requirements for internal and external client activities including sales meetings, tradeshow, and customer events. I have also personally created or overseen the creation of a wide variety of client projects, including:

- Concept development – develop and execute creative strategies that support marketing programs
- Creative direction – all areas of creative decision-making, art direction and client liaison
- Production management – scheduling, vendor management, review cycles
- Management of daily business operations and financial management – sales, marketing, accounting, proposals, budgetary management

#### *Project Examples:*

**Customer Event Management** – Management of audiovisual and staging requirements for a variety of internal and external corporate events including Executive Meetings, Sales Conferences, All-Hands Meetings and Customer Events. Responsibilities have included preparation of presentation materials, vendor management, staging design and technical direction, on-site presentation creation and backstage presentation support.

**Tradeshow Management** – Contracted to work as part of several clients' internal marketing teams to support tradeshow efforts within the United States and abroad. Responsibilities have included budget management, installation oversight, presentation creation, management of stage talent and audiovisual personnel.

**Animated Product CDs** – Design, production and distribution of product marketing CDs. Responsibilities have included production scheduling, scriptwriting, graphics creation, animation, narration, programming, cover art creation, duplication and delivery. Shows have incorporated a variety of usability techniques including push-button navigation, narration, video and animation.

**Presentations** – Creation of keynote speeches, corporate overviews, corporate strategy presentations and product and sales presentations. Products have included presentations that incorporate animation, narration, features demonstrations, and modular structures for interactivity.

**Print Collateral** – Management of the creation of collateral materials such as white papers, positioning papers, fact sheets, and product user guides.

**Video Production** – Creative direction of corporate marketing videos used to illustrate global network operations and data security facilities. My roles have included oversight of conceptual development, scriptwriting, location shooting, post-production, narration and music selection.

**IMAGEMATRIX**

Production Manager, Department Supervisor, Graphic Designer

Originally hired as a graphic designer and production artist on the Genigraphics computer. Worked my way up to Production Manager where my responsibilities included oversight of the computer graphics, photography and production control departments. In this role I performed personnel management, production management, and creative direction oversight functions for all design products created by the agency.

**CREATIVE TECHNOLOGIES, INC.**

Computer Graphic Artist

As a production artist my responsibilities included the design and creation of slide presentations using Genigraphics computers.

**EDUCATION****ART INSTITUTE OF PITTSBURGH**

Pittsburgh, PA

Associate Degree in Visual Communications

**SAINT VINCENT COLLEGE**

Latrobe, PA

Liberal Arts curriculum

**CALIFORNIA STATE COLLEGE**

California, PA

Liberal Arts curriculum

**CORCORAN SCHOOL OF ART**

Washington, DC

Fine Arts curriculum

**CONTINUING EDUCATION:****GEORGE MASON UNIVERSITY**

Fairfax, VA

Video Production Techniques

**STRAYER UNIVERSITY**

Loudoun Campus, VA

Electronic Marketing