

Bob Conley

Art Director | Video Editor

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Portfolio: Bob's Website

About

Accomplished Art Director and Video Editor who thrives in an up-tempo environment, leveraging a strategic design process. 30+ years' experience in marketing and corporate communications, in the healthcare, pharmaceutical, and technology industries.

Skills

15+ years' experience in video editing/production, animation, and motion graphics.

30+ years' experience in design and production/branding of digital and print media, for all marketing channels and types, including websites, demos, advertising, packaging, tradeshow booths, training materials, email, direct mail, social media, and corporate communication.

Software

Macintosh/PC: Adobe Creative Suite Premiere Pro, Final Cut Pro, Camtasia, Media Encoder, Animate (Flash), After Effects, Audition, Photoshop, Illustrator, InDesign, Xd, Acrobat, Ceros, Microsoft Office, PhotoZoom Pro

Work Management: Asana, Workday, Widen

Recognition

Philly Gold Award of Excellence

IABC Silver Quill Award

Life Communicators Association's Award of Excellence

Education

North Montco Technical School
1984

References

Available upon request

Professional Experience

NextGen Healthcare August 2011 – November 2023

Senior Designer/Video Editor

- Managed and executed all video needs for internal and external promotions, utilizing video, motion graphics, and animation for product marketing videos, sales demos, client testimonials, internal announcements, social promotions, trainings, and other enterprise-wide projects.
- Built a positive culture as a senior member on the team, mentoring junior designers and led team building activities.
- Collaborated on scripts, storyboards, and creative direction while allocating resources and establishing production logistics and timelines.
- Executed creative assets for banner ads, emails, and social media to 116K clients and prospects.
- Designed and developed digital and printed brochures, infographics, case studies, eBooks, whitepapers and more to generate new business.
- Design lead for events and tradeshow production, executing booth designs and schematics; responsibilities included onsite management of photography, video, and staging production.
- Managed communications and planning with Vice President and C-Level associates to execute urgent and impactful communications to clients and employees, such as product updates and all hands calls broadcasted globally.
- Provided recommendations and executed tech stack needs for the creative department.

Day-Timer March 2010 – August 2011

Senior Graphic Designer

- Designed and managed annual consumer and commercial product catalogs.
- Directed and assisted product photography shoots.
- Produced advertising imagery depicting consumers using products.
- Designed websites, microsites, email campaigns, landing pages, and e-newsletters.
- Designed user interfaces and information architectures.

Vovéo Marketing Group 2000 – 2010

Art Director, Senior Graphic Designer

- Promoted from Senior Graphic Designer to Art Director.
- Directed and managed design team.
- Designed websites, microsites, email campaigns, landing pages, digital newsletters, static and Flash driven ads.
- Developed corporate identities, sales collateral, marketing materials, trade show booths, specialized packaging for direct mail campaigns, and advertisements.
- Conferred with clients to determine objectives, budget, background information, styles, and techniques.
- Forged relationships, negotiated, and supervised production with print vendors and other service providers.
- Led the process throughout production, quality assured materials, including press checks.
- Clients included St. Joseph's University, Aventis Pharmaceuticals, Sun Microsystems, PhillyJobs.com, Motorola, Unisys, Villanova University, and Safeguard Scientifics.

Aventis Pharmaceuticals Inc. 1996 – 2000

Graphic Designer/Web Designer

- Designed pharmaceutical publications, drug launch and sales training materials, product labels, symposium presentations, and meeting support materials.
- Assisted web programmers in the design, production, and execution of intranet sites, and sales training.
- Coordinated production with printers and service providers.