

Overview of Tasks

Time period September 2007 to March 2009

JGArchitects PLLC - New York, NY

- developed overall Marketing / Public Relations / Business Development Plan
- worked closely with graphic designer to launch expanded version of website; and update to include most recent projects (*Adobe Flash CS3, Actionscript 2 and 3, PHP*)
- developed a SWOT analysis (Strength, Weakness, Opportunities, Threats)
- developed a competitors analysis
- formatted drawings, photographs and rendered images into JGArchitects brochure format
- registered and prepared submission to architectural awards and contests, including set up and design of all information and graphics required for these applications (*Adobe Photoshop, Illustrator, InDesign CS3*)
- assisted writing responses to RFP's (*Request for Proposal*) and RFQ's (*Request for Qualification*)
- prepared and issued press releases for JGArchitects news items (*Flash CS3*)
- assisted in create Power Point Presentations representing JGArchitects images of projects for use at presentations and Open House

The Architect Builder – New York, NY, New Canaan & Westport, CT

- worked closely with graphic designer to complete multiple brochure options from start to finish
- extensive research for images (*iStock, Veer*)
- formatting of drawings and images (*Adobe Photoshop CS3, Illustrator CS3, InDesign CS3*)
- developed and programmed a complete new website (*Adobe Flash CS3 Actionscript 2 and 3, HTML*) (www.thearchitectbuilder.com)
- assisted with PR/Publicity activities
- contacted professional journals for publishing articles



Overview of Tasks

Time period September 2007 to March 2009

Robert Cohen Architect LLC (RCA) – Westport, CT

- developed a marketing plan
- assisted in identifying potential clients and opportunities, market research
- involved in networking, general advertisement and promotion
- development and coordination of mailing campaigns
- identified Strengths, Weaknesses, Opportunities, Threats (SWOT) for an analysis
- analysis of the competitive position for RCA
- performed market research from different sources
- writing newsletters and developing new brochures
- actual marketing campaigns, development, and rollout
- developing communication tactics for the firm's developing unassigned client base
- assisted in designing the New Years Holiday Cards
- Franklin Report submission
- computer set up and maintenance

