

nathan j frohm

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Graphic Designer/Owner • Nathan Frohm Design

Lancaster, PA

My goal at Nathan Frohm Design is to provide agency-level design and advertising service to everyone. I specialize in start-up and small businesses on limited budgets; supplying them with the ideas, products and services that can help to make them successful.

Creative Services Director • Parker Advertising Service Inc.

Lancaster, PA February 03 - January 10

My role as Creative Services Director, was to oversee all agency work to ensure the highest level of creativity, message clarity, and that all strategic objectives are met. In addition to all print campaigns, my role included electronic forms of communication including websites, email/online marketing campaigns, electronic surveys, and social network marketing.

Senior Graphic Designer • Alpha Advertising

New Holland, PA August 02 - February 03

An agency specializing in Agricultural and related industries. Created product brochures, catalogs and print ads; provided vision for website design, layout, and organization; and discussed/planned advertising strategies and schedules.

Graphic Designer • NeFra Communication Center

York, PA December 01 - August 02

Hired to design and produce press-ready digital graphics and help boost corporate image, marketing strategies, and community awareness. This was accomplished through several targeted mailings, presentations and increased advertising, in addition to visually redefining/updating corporate identity.

Graphic Designer • Sprint Publishing & Advertising

Bristol, TN August 99 - November 01

Employed to design creative, effective speculative ads for national yellow page directories. Selected to work directly with regional sales on premier accounts as well as develop Sprint's own house-advertising.

Graphic Artist • Heritage Sign & Display

Nesquehoning, PA February 99 - July 99

Produced an array of retail point-of-purchase advertising; ranging from permanent signage, to countertop and freestanding displays. Responsible for accounts from concept renderings through to production. Generated film separations for large screen printing and lithograph applications. Sculpted original forms and molds from wood, glass, vacuum-formed plastic, mold-poured foam, etc.

Internship > Freelance Design • Klunk & Millan Advertising Design, Inc.

Allentown, PA September 98 - January 99

Freelance Design/Illustration following Internship. Designed several magazine ads and a full-color catalog. Also assisted in the initial design of several websites, and worked directly with photographers, printers and service bureaus.

BFA in Communications Design • Kutztown University

Kutztown, PA - December 98

Continuing Education • Pennsylvania College of Art & Design

Lancaster, PA - Ongoing/As Needed

Fluent in the use of Quark Xpress; Adobe InDesign, Illustrator, Photoshop and ImageReady; plus HTML code editing.