



**BEAR'S NEST DESIGN**, Kalispell, MT  
*Graphic Design, Web Sites, Writing*

With over 20 years in the field of marketing and communications, Bear's Nest Design partners with its clients to build communication strategies based on marketing objectives. See web site for current listing of clients. We provide the following broad range of services:

- Graphic Design
  - Writing (technical & creative)
- Web site development & maintenance
  - Animations
- Logos, corporate identity, stationery & business cards
  - Brochures & annual reports
  - Newsletters, mailers, flyers & posters
- Creative resource in strategic development
  - Technical literature & documentation
    - Posters & billboards

**HORAK COMMUNICATIONS**, San Jose, CA & Missoula, MT  
*Writing and Graphic Design*

From 1991 through 2000, provided consulting, freelance, and contract work involving design, writing, and editing. (Brochures, manuals, data sheets, newsletters, application writer's guide, logos, T-Shirts, and sales presentations.) Client companies included: Samsung Semiconductor, ARM, IC Fabrication Technology, Ancot Corporation, Cain Communications, National Semiconductor, Results Realtors, Integrated Memory Logic, and Lynx Real-Time Systems.

***CLIENT-SIDE EXPERIENCE***

**SEMITOOL, INC**, Kalispell, MT  
*Manager Marketing Communications*

**LINEAR TECHNOLOGY CORPORATION**, Milpitas, CA  
*Manager Marketing Communications*

**DYNATECH COMPUTER SYSTEMS**, Mountain View, CA  
*Director Marketing & Marketing Communications*

**PRECISION MONOLITHICS, INC.**, Santa Clara, CA  
*Manager Advertising & Public Relations*

**NATIONAL SEMICONDUCTOR**, Santa Clara, CA and Fuerstenfeldbruck, W. Germany  
*Senior Product Advertising Manager*

***EDUCATION***

National Honor Society  
BSBA (University of Phoenix 1987; GPA 3.74)

***LANGUAGES***

English  
German  
French

***AWARDS***

- Multiple awards for "Elegance is Everything" campaign and PMI product campaign
  - Type Directors Club (New York) award for logo design
- Certificate of Distinction, '85 Art Direction Magazine, for a corporate campaign
  - Certificate of merit, New York Art Directors Club, for corporate campaign
    - Readership and response awards for in-house and agency advertising
    - Adjudicated -- B/PAA 12th Annual ProCom International Awards

### ***TACTICAL ACHIEVEMENTS***

- Developed new corporate identities (two companies)
- Developed a new corporate and product ad campaign
  - Managed corporate and product press relations
  - Supported corporate finance and investor relations
- Marketing experience includes pricing, product strategies, and sales force development
  - Managed trade shows
- Extensive collateral production experience (including annual reports and quarterlies)
  - Initiated and managed a prospect sales lead program
    - Planned, organized, and directed nationwide, technical seminars
  - Coordinated product selection, pricing, and introduction for Europe
    - Ghost-wrote speeches for corporate management
    - Wrote technical and promotional literature
    - Editor of employee and field sales newsletters
- Participated in the marketing and regeneration of a computer company
  - International background

### ***MANAGEMENT ACHIEVEMENTS***

- Managed a three-million-dollar budget and staff of 21
- Managed multiple communications functions (public relations, graphics, sales/marketing support, and advertising)
- Managed multiple support functions (copy center, mail room, inquiry fulfillment, telex, employee newsletter, and literature fulfillment/inventory)
  - Managed agency and in-house advertising and press relations
    - Responsible for marketing at Dynatech
    - Strong people and leadership skills
- Built and successfully maintained my own design and writing business since 1991