

Kevin Cronk

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WORK EXPERIENCE

December 2008 - January 2016: Target Media Partners (San Leandro, CA), Regional Production Manager.

- Supervised a staff of three and the weekly production of four automotive print advertising magazines: Auto Weekly, Bay Classifieds, Classified Flea Market, Great Northern Wheels & Deals.
- Conceptualized and created custom print and digital promotional advertisements for publication with input from a nationwide team of sales representatives.
- Created wide variety of marketing materials, including inserts, flyers, business cards, in-house forms, presentation graphics, banners and other large format trade show materials.
- Change Manager: Ensured end-users made transitions with ease and little frustration.
- Process Manager: Managed and ensured accurate and on-time delivery of digital files to press.
- Quality Manager: Ensured compliance with current print and web advertising rules and regulations.
- Production Systems Manager: Assisted with software and hardware maintenance.
- Organizational Specialist: Maintained detailed file structure and organization of advertising materials, content and resources.
- Local IT support for San Leandro office.
- Created web advertising banners for use on Google and other SEO advertising sites.
- Developed systems for tracking the scanning of QR codes.
- Created and administered social media presence.

November 2004 - December 2008: Auto Weekly (Rohnert Park, CA), Production Manager

- Automated and streamlined print advertising processes.
- Developed online resources to facilitate cross-functional proofreading of print advertising materials.
- Continuously improved and upgraded to new software solutions.
- Managed production staff.

July 2001 - October 2004: Auto Weekly (Rohnert Park, CA), Sr. Production Designer/Artist

- Created and maintained print advertising materials.
- Developed time saving processes to meet deadlines more efficiently.
- Coded software to automate data transfer from database to print materials automatically and trained end-users on features and functionality.
- Supervised production staff to ensure delivery of materials to press by deadlines.

June 1999 - July 2001: Auto Weekly (Santa Rosa, CA), Graphic Artist/Designer

- Responsible for creating and maintaining print advertising materials with a strict weekly deadline.
- Photo color correction.

October 1997 - June 1999: Auto Weekly (Santa Rosa, CA), Typist and Production Assistant

- Data Entry, Production/Graphic Artist Assistant.

July 1995 - August 1997: Auto Seller (Ventura, CA), Graphic Artist, Paste Up Artist

- Proofreader, Typist, Paste Up Artist, Graphic Artist.

EDUCATION

Sonoma State University:
Computer Science. August 1997 - May 2001

PROGRAMS AND SKILLS

Adobe Creative Suite	Mac/PC	CSS
Microsoft Access	PHP	Flash
ASP	HTML	SQL