

Gregory Dahlgd@gregdahl.com <http://gregdahl.com>

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2624 6th St #3, Santa Monica, CA 90405

SKILL SET: Print and Web design, development and production of creative assets.**PROJECT AND WORK HISTORY**

1998-2011: **THE JAZZ BAKERY** - a landmark non-profit jazz music venue. **WEB COORDINATOR:** Direct the development of web site editorial, design and code. **PRINT:** Design and produce print material: monthly performance calendar; Los Angeles Times and LA Jazz Scene. Write "Jazz Notes" and "Artist Information" columns, work with artistic director to produce calendar.

INDEPENDENT WORK (selected projects)

BILL TRAUT PRODUCTIONS 2007-2010: Brand Identity for "Classic Guitar Rock Library". Developed Concept and produced packaging and dynamic web site to catalog and display 170 songs and mp3's. Re-coded and maintain on a continuing basis OpendoorManagement.com artist management site.

JOY MAGRUDER MUSIC 2003-2010: Consult, develop and create print promotions, web blog for a nine-piece jazz performance group. Album concept, design, photography and production.

ROBERT GILBERT WOODWINDS 2003 and 2004: Working with client, art directed, photographed and produced a 32 page catalog of musical instruments and supplies.

DAVE WECKEL DRUM PRODUCTIONS 1997: Designed and produced a five title series of 28 pg. music instruction books that complimented Weckel's Warner Bros. "Rhythm of the Soul" CD.

AGENCY FREELANCE PRODUCTION

JAKKS PACIFIC TOYS 2008-2009 Hand build package prototypes from print outs for photo shoots and client meetings.

LMA ADVERTISING 2006 -2008 20 weeks: Toyo Tires: Coded web site to promote vender contest. Built mechanicals, created illustrations for product launch: customer brochure, POP, direct mail.

CATAPULT MARKETING 2007 16 weeks: Master Foods, Intel, Fosters: Built mechanicals and photo illustration for print and POPs: Rosemont Wine, Uncle Ben's, Pedigree, Intel.

FRASHER COMMUNICATIONS 2003-2004: Cedar Sinai fundraising catalog East West Bank, United Way

FOXSPORTS.COM 2003 8 weeks: Created photo illustrations for breaking sports news utilizing AP and Getty Images.

DAVIS ELEN ADVERTISING 2003: McDonald's So. Cal: create style guide for billboard and p.o.p. implementation; So. Cal. Toyota Dealers Association: Construct 20 piece billboard mechanical kit. Comcast: Hispanic brochure print production. Knott's Berry Farm: 5 piece campaign directed to discounts for local company employees.

RUBIN POSTAER & ASSOCIATES 2000-2001: Acura and Honda Motor Cars Prepare client presentations for development of automotive brochures: shot lists, "shoot arounds" and location photography.

B. D. FOX & FRIENDS: 1996-1998 Buena Vista, Warner Bros., Universal and Sony Built one sheet, sell-sheets, DVD and VHS packaging mechanicals. Created motion picture billings and interactive DVD production.

PROVEN PRODUCTIVITY WITH MAC OS & WINDOWS SOFTWARE:

Adobe Dreamweaver	6yrs	html / css	4yr	PhotoShop, Illustrator	15yrs
Adobe InDesign	3yrs	Adobe Acrobat	7yrs	Php MySQL	1yr
Flash (Action Script 3)	2yr	Quark Xpress	12yrs	Word, Excel, PPT	15yr

CLASSES:

Flash 1	UCLA Extension
Entertainment 36 (action script 3)	Santa Monica College

Professional Workshops:

PhotoShop	Kelby Training
InDesign	Kelby Training

LYNDA.COM:

Joomla! Beyond the Basics	PHP with MySQL Essential Training	CSS Web Site Design	Flash Essential Training
Joomla! Advanced CSS	Building an Online Shopping Cart	Intro to Web Design	Flash Advanced

RECENT SELF-STUDIED BOOKS:

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Mastering Integrated HTML CSS, Virginia DeBolt, Sybex 2007

The Missing Manual, Dreamweaver CS3 David Sawyer McFarland, Pogue Press O'Reilly 2008

Essential Action Script 3

EDUCATION:

Art Center College of Design Advertising Design

REFERENCES:

Pitzer College B.A. American Studies

HOBBIES:

Tennis, Skiing, Attending live entertainment events

PROFESIONAL WEB SITES:

<http://jazzbakery.org> -produced, designed and coded (Joomla!)

<http://celebrationlutheranchurch.org> -coded, trained staff on use of Joomla!

<http://soundfamilymedicine.com> -"Joomla-tized" asp.net site. (under construction)

<http://classicgaragerock.com> -produced, designed and coded

<http://jazzandworldmusic.com> - planed and coded

<http://opendoormangement.com> - coded

<http://largedarkshape.com> - designed and coded

<http://joybop.com> -produced designed and update

<http://artistraymccray.com> -produced and update

<http://westsidewoodwindrepair.com> -produced, designed and coded

<http://bcandassociates.com> -produced, designed and coded

<http://singsingsingalong.com> -produced, designed and update

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