

Robert A. Hurst

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Experience - Marketing

Proposal Graphics, Owner

Design and marketing materials for selected clients in Boston.
www.proposalgraphics.com

PCI/NE (the Precast/Prestressed Concrete Institute – New England Region) – Director of Marketing

Created, ran, maintained the PCI/NE office. Office duties included creating a yearly \$300,000 dollar budget. Represented the Precast/Prestressed manufacturers of the New England and New York marketplace. Called on Architects, Engineers, Contractors and State Agencies in an effort to make them aware of the benefits of using precast/prestressed concrete products in their building and transportation projects.

Peabody Construction, Inc. Marketing Director

Prepared letters of qualifications, proposals and interview packages. Redesigned the companies collateral materials, re-organized the companies marketing files and structure, designed new marketing materials for a company Peabody purchased and adapted existing materials for a new division the company started.

The Louis Berger Group, Inc.

Marketing Coordinator for the Energy Group.

Produced marketing materials and coordinated marketing efforts for Needham office in the Energy Group. Writing, editing and production of marketing materials. Created and maintained the site: www.bergerenergy.com

- Proposals (RFP's)
- Presentation Coaching
- Qualifications
- Collateral Materials
- Project Profile Sheets
- Photography Database
- Web Site
- Design/Maintenance
- Award Submittals
- Trade Show Exhibits
- War Rooms Organization and Execution
- Interview Coaching
- Videography
- Photography
- Web design/maintenance
- Business Development

Software Expertise

General

MS Word, Excel, Access, Outlook, Microsoft Publisher

Presentations

PowerPoint, Director

Web Site Design

Macromedia Fireworks, Dreamweaver, Flash

Graphics

Corel Draw, InDesign CS, Photoshop CS, Illustrator CS, Quark Express, Adobe Acrobat, Corel PhotoPaint, Adobe Premier (Video Editing).

Experience - Graphics

Rizzo Associates, Inc., May 1998 – March 2001

Manager of Graphic Services/Graphic Designer.

200 Person environmental/civil/transportation engineering firm, located in Framingham, MA. Staff of three.

Responsible for all facets of graphic design and communications, including print, environmental graphics, display and event graphics, multimedia presentations, reports, proposals, advertising and trade show exhibits and web design.. Responsible for maintenance of the web site.

HNTB Corporation, Boston, MA,

June, 1986-April 1998

Graphic Design Manager/Graphic Designer

Architectural/engineering/planning firm Staff of two. Responsibilities include budgeting, scheduling, design conceptualization and execution of company publications and collateral material.

Preparation and execution of design of proposals, reports and interviews including corporate identity packages for joint ventures, cover and text design, design of specialty brochures for specific projects, project photography, multimedia projects, presentation materials and collateral publications.

Selected Clients:

Accellent, Inc.
Artigiano Stained and Leaded Glass
Atlantic Coastal Kayaker Magazine
Brigham & Women's Hospital
Butterfish - An American Bistro
Dupuy Mitek (A Johnson & Johnson Company)
Eyeglass Rescue
Edwards & Kelcey
Hall Properties
Insurer's World
Italy/America Chamber of Commerce of New England
Judith Nitsch Engineering
Julia Ross Associates, Inc.
Louis Berger Group
NEWEA Magazine
Ricondo & Associates
Sam Park & Co.
SEA Consultants
Simat, Helliesen & Eichner, Inc.(SH&E, Inc.)
The Boston GreenSpace Alliance
The Boston Harbor Association
The Cedar Tree Foundation
The Charles River Watershed Association
The Engineering Center
The Metropolitan District Commission (DCR)
The Mount Vernon Group Architects
The New England Patriots
Thomas K. Dyer, Inc.
Traffic Solutions