

CINDY FREED

 201-652-4467 cf128@optonline.net

MARKETING & ADVERTISING PROFESSIONAL

15+ years of contributions in ART BUYING and PHOTO RESEARCH. Clients have included some of the world's most recognized brands across industries such as: TELECOM, PUBLISHING, BANKING & FINANCIAL SERVICES, PHARMACEUTICALS, COSMETICS, COMPUTER TECHNOLOGY, FOODS, INSURANCE, AUTOMOTIVE, and PREMIUM / LUXURY RETAIL BRANDS.

Recognized for delivering results on time and within budget—managed budgets of up to \$1,000,000.

Purchased images for Direct Response / Direct Mail, Newspapers, Magazines, Packaging, Store Displays, Internet, E-mail Campaigns, Print Advertising, Billboards, Bus Shelters, and Web Content.

Purchased original photography and illustration, rights-managed images, and royalty free images. Vendors ranged from independent photographers/illustrators to managed representation and image libraries including: Stockland Martel, MCA Creative, Bernstein & Andruilli, Getty Images, Corbis, Masterfile.

Exceptional communication and relationship building skills.

Results-driven, proactive producer—dedicated work ethic.

Core competencies include:

Branding Online Media	Product Marketing Collateral Materials	Client Relationship Management (CRM) Project Management
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PROFESSIONAL EXPERIENCE

CONSULTANT

dba Cindy Freed – Glen Rock, NJ
2007–Present

Clients include: MRM, Martha Stewart Omnimedia, Sahara Media, BioLumina and Harrison and Star.
Produced Photo shoots, edited photography and digital assets, creative new vendor

accounts, negotiated costs, processed billing .

DIRECTOR, ART BUYING SERVICES

Draftfcb Group – New York, NY
2000–2007

One of the largest full service, one-to-one, marketing / CRM global advertising agency networks, owned by Interpublic Group, with 2007 revenue of \$1.24B.

Established Art Buying Department, consolidating art buying function and driving continuity via an integrated process throughout agency.

Led agency-wide thinking on art buying through seminars to train associates on art buying process.

Converted agency from film- to digital-based production process.

Consulted with IT Department on the creation of a digital asset management system for the agency.

Ongoing interaction and management of agency relations with photography vendors and suppliers.

Managed 5 Direct Reports; freelance employees, and photographers, artists, and vendors required to produce print campaigns created by the agency; and art buying for over 40 Art Directors.

Handled multiple clients including: AARP, American Express, Avis, Avon, Bank of America, Citi Card, Compaq, Computer Associates, Hewlett Packard, Merrill Lynch, Merck Medco, and Verizon.

Saved agency hundreds of thousands of dollars renegotiating pre-existing vendor claims.

MANAGER, ART BUYING

The Lord Group – New York, NY
1998–2000

Originally a subsidiary of Young & Rubicam with \$165M in billings; then purchased by Spier, an agency specializing in publishing.

Established Art Buying Department; consolidated art buying function; led agency-wide thinking on art buying; improved creative quality delivery to clients by emphasizing original art over stock.

Drove agency to improve creative quality for clients by actively emphasizing original art over stock.

Handled multiple clients including: Verizon, Kraft Foods, Key Bank, The Danone Group and USAA.

MANAGER, ART BUYING
Morristown, NJ

Dugan Valva Contess Mktg & Comm –
1995–1998

Became DVC Worldwide, a leader in the use of behavioral analysis to create integrated marketing, communications, and technology solutions. Purchased by Aspen Marketing Services.

Managed art buying for over 30 Art Directors and 100% business volume growth.

Established Art Buying Department; consolidated art buying function; led agency-wide thinking on art buying; improved creative quality delivery to clients by emphasizing original art over stock.

Handled multiple clients including: AT&T, Schering-Plough, Coca-Cola, Minute Maid, Johnson & Johnson, Georgia-Pacific, Purdue, Trex, and Whitehall-Robbins.

RESEARCH MANAGER

Caribiner Communications Inc – New York, NY
1990–1995

Producer of meetings, events, training programs, and related services. Purchased by Jack Morton, a subsidiary of Interpublic Group.

Aided Art Directors and Designers in selecting images for audio/visual presentations from a large visual library containing over 100,000 transparencies as well as books, magazines, and an extensive tear sheet file.

Research included working with stock houses, museums, and libraries.
Additional responsibilities include propping for photo shoots; reorganization, filing, and maintenance of library and module systems.
Clients included IBM, State Farm Insurance, and Ford Motor Cars.

FREELANCE PHOTO RESEARCHER New York, NY
1989–1990

Clients included: Sports Illustrated for Kids, Time-Life Group, Newsweek Magazine, The Washington Post Company, Time Magazine, Time-Life Group, and photographers Enrico Ferorelli Enterprises, The Marcus Group Inc./Helen Marcus, and Camera 5/Ken Regan.

PHOTO EDITOR **Westlight International** – Los Angeles, CA
1988–1989

PHOTO RESEARCHER / ASST EDITOR **Women's World Magazine** – Englewood, NJ
1985–1987

EDUCATION

BS, Photography (*minor: Art History*) – University of Bridgeport, CT

SOFTWARE

Microsoft Office Suite (MS Word, Excel, Outlook)

AFFILIATIONS

Art Buying Board of the AAAA's
ASPP member since 1993