

Christopher J. Meyer

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Ongoing Projects

WRITE«&»DESIGN - www.four-sep.com/writeanddesign

Provider of crisp, clean, clear communications

Vast range of writing, editing, layout/design, research and communication services.

Full information at www.four-sep.com/writeanddesign.

Regular freelance contributor to *Milwaukee Journal Sentinel* special advertising sections.

FOUR-SEP PUBLICATIONS - www.four-sep.com

Editor/Writer/Designer/Publisher (February 1996—present)

Managing complete layout and design of *First Class*, a national small-press literary magazine. Selecting relevant pieces based on appropriateness of content. Editing all copy selected for inclusion. Creation and maintenance of Internet presence at www.four-sep.com.

Total design, editing and publication of more than 20 chapbooks and perfect-bound collections.

Layout, design, editing publication of the 180pp, hardcover, fully-indexed, 200+ photograph *Tales of Versailles* for Indiana historian Alan Smith.

Distribution management and contacting and negotiating shipments with potential purchasers, including Tower Records/Magazines and Powell's Bookstore in Portland, Oregon.

Recent Employment History

MILWAUKEE JOURNAL SENTINEL

Internal Communications Editor / Marketing Creative (August, 2000—July, 2001)

Fully responsible for:

- content, layout, design and distribution of bi-weekly internal newsletter, *JS Ink*
- content and creative design of *Milestones*, a quarterly internal publication
- creation and maintenance of Marketing Services intranet site

Contributed to:

- digital imaging and photography
- outside marketing campaign concept, copy and content
- in-house marketing campaign concept, copy and content including advertising creative
- all media purchases and contact with various media representatives statewide

Report to and consult directly with Marketing Services vice president regarding all of the above.

MILWAUKEE PC, INC.

Marketing and Design Coordinator (February 1999—August, 2000)

Fully responsible for:

- creation and dissemination of internal updates and information, sales collateral and in-store displays
- maintenance and creation/updating of in-store price sheet and catalog (daily changes)
- all print media ad development, radio spot copy and television content/development
- digital imaging and photography for Internet and print
- new logo and image concepts
- outside sales and direct mail campaign concept, copy and content
- seeking out, developing and collecting co-op advertising opportunities
- all media purchases and contact with various media representatives statewide

Report to and consult directly with the company president regarding all aspects of the above.

THE MILWAUKEE TIMES WEEKLY NEWSPAPER

Production and Design Coordinator (August 1997—February 1999)

Fully responsible for:

- copy selection and all copy editing
- headlines, subheads and cut-lines
- all layout, design and graphic content
- all photograph handling, manipulation and placement
- overall production of the weekly full-feature newspaper (24-56pp)

Involved in the design and layout of various incoming typesetting and graphics projects, including brochures, newsletters and program booklets for the Econoprint franchise at the same location.

Formal Education

University of Minnesota - Twin Cities - B.A. Russian Area Studies, 1994