

Terence J. Barranger

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SUMMARY

Motivated self-starter, problem solver, forward thinker with a keenly symmetrical design eye and exceptional written communication skills. Solid reputation for high ethical standards, professional demeanor, and sound business judgment. Expertise includes:

- Graphic design/page layout
- Business identity development
- Copywriting/copyediting
- Event promotion
- Training & talent development
- Voiceover/narration

EMPLOYMENT

Weiner Distributing Company, Baltimore, MD

Sep. 2010 – Present

Factory authorized distributorship providing nationwide sales and repair/reconditioning services to the coin operated amusement and gaming industry.

PR/Marketing Communications Manger, Webmaster, Graphic Designer

- Reports directly to company Founder & President.
- Maintenance and content management for company website (100+ pages)
- Created monthly e-mail newsletter and built a circulation of 300+ subscribers
- Creation and maintenance of company social networking page.
- Development & distribution of press releases to industry publications.
- Graphic design & copywriting for all company sales & marketing literature.
- Design, printing, and installation of custom vinyl artwork for arcade cabinets.
- Replaced handwritten purchase orders with a self-calculating spreadsheet, eliminating human error and expediting work flow for sales staff.

Freelance Creative Services Provider

Feb., 2008 - Present

Home based graphic design & publicity enterprise serving small businesses in the Baltimore/Washington area. Logos, commercial artwork, press kits, presentations, web content. Notable projects:

- Website overhaul for Annapolis community arts group; graphics & text. Ranks first page in Google for all targeted search terms.
- Website redesign for Baltimore fuel distributor; original graphics and copyediting.
- Search optimized web copywriting and layout for Baltimore area mortgage lender.
- Logo/banner/letterhead design for sitting Maryland State Senator.
- Logo design for Washington, DC based mobile catering company.
- Logo design for Perry Hall, MD based political action organization.

Heavy Hammer, Inc., Annapolis, MD**Aug., 2008 - Oct., 2008**

Web marketing firm hosting a free nationwide database of foreclosure real estate listings with advertising support from a network of realtors & mortgage brokers.

Online Marketing Specialist

- Reported directly to Chief Operating Officer.
- Drove a 5% net increase in traffic to company website in the first 30 days.
- Initiated traditional PR model (press releases, letters) still used by the company.
- Ran Google/Yahoo sponsored search campaigns, copywriting, graphic ad design.
- Wrote keyword-rich web copy for company's search engine optimization project.

American International Group (AIG)**Aug., 2002 - Aug., 2008**

Global leader in the insurance & financial services industry.

Underwriting Technician, Columbia, MD

Sept., 2005 - Aug., 2008

- After downsizing, was chosen to remain two months to redistribute office resources.
- Routinely entrusted with the organization's most sensitive accounts.

Underwriting Analyst, Jersey City & Berkeley Hts., NJ

Aug., 2002 - Sept., 2005

- AIG Excellence In Service Award (2003); PMP Certified (2003).
- Cut operating overhead with software that enabled electronic distribution of policies.
- Reconciled a six-year backlog of accounting errors to settle numerous claims.
- Facilitated classroom training sessions on proprietary software applications.

ASSOCIATIONS**Barbershop Harmony Society (SPEBSQSA, Inc.)****Jan., 1995 - Present**

World's largest all-male singing fraternity. 501(c)(3) non-profit preserving and advancing the American musical art form of barbershop harmony.

Chapter Offices: Director, Vice-President, Assistant Director, Acting PR Officer

- Has served as educational leader of a group of 20+ volunteers for over 10 years.
- Co-chaired regional convention in 2003 for 500 attendees from three states.
- Won regional chorus championships seven of the last ten years.
- Creates publicity campaigns and designs chapter marketing materials.

"Applause" Radio Show, Sergeantsville & Montclair, NJ **Dec., 1999 - Apr., 2004**

Producer/Co-host of a four hour weekly radio program with the station's largest listening audience, broadcast locally on FM radio and streamed worldwide via the internet.

EDUCATION**Raritan Valley Community College, North Branch, NJ****1996 - 1997****ADDITIONAL SKILLS**

MS Office Suite, photo manipulation, vector drawing applications, video/audio editing, large format 4-color process printing & plotting, vinyl graphic application.