

Barbara J Horowitz

Socorro NM

horowitzbj@mac.com

(512) 963-3323

CREATIVE INDUSTRY VETERAN thoroughly versed in the management of multiple and concurrent projects from conception to completion with exceptional attention to detail, quality and service. Known for strategizing and implementing distinctive, resourceful and responsible solutions to complex project challenges, easily navigating shifting priorities, competing deadlines and budget parameters. Comfortable leader or collaborator with cross-functional teams; natural partner with colleagues, clients and suppliers.

WORK CHRONOLOGY

Publications Program Manager New Mexico Bureau of Geology and Mineral Resources – a research and service division of New Mexico Tech, Socorro NM 2001 – present

Leading the publications program at the New Mexico Bureau of Geology and Mineral Resources by bringing both visionary and detailed perspectives to our technical and general audience publication strategy, management and execution. Reimagining our program branding and publication design to capture the exciting and impactful scientific research at the Bureau. Our publications team supports the Bureau's mission of research and outreach by producing high-quality, accessible, digital and print publications for a wide variety of audiences and purposes.

Consultant / Founder 787 Group, Austin TX 2005 – present

- Creative project manager, print production manager and quality assurance expert collaborating with independent designers, writers, artists, musicians, photographers, illustrators, design and production studios, advertising agencies, public relations firms, creative and marketing groups within larger corporations, commercial printers, publishers, non-profit organizations, and cultural and educational institutions
- Global industry experience producing a wide range of multifaceted, multistaged and multilingual projects including packaging, marketing collateral, annual reports and financial communications, direct mail, books, catalogs, event and invitation packages, bezel and label systems, large format displays and wraps, kiosks and pop-ups, trade shows, interior and exterior signage, wayfinding, POP and POS, OOH, print/online/mobile campaigns, media placement, websites, identity and paper systems, brand guidelines, promotional items, awards and custom artifacts

Print Production Specialist Exclusive Brands, Global Marketing, Whole Foods Market, Austin TX
March – August 2020

- Reviewed specifications, dielines, substrates, printing processes, artwork, printers' proofs and first production samples to ensure global product packaging accuracy, quality and brand consistency
- Pivoted focus to ensure product quality, availability and delivery to shelves during the height of COVID-19 pandemic

Cultural Funding Program Associate Cultural Arts Division, Economic Development Department, City of Austin, Austin TX Oct 2017 – January 2020

- Supported the day-to-day operations of the Cultural Arts Division's Cultural Funding programs
- Contract administrator of 106 FY19 and 98 FY20 cultural contracts
- Cultural Arts Division's printing SME

Project Manager Art in Public Places (AIPP), Cultural Arts Division, Economic Development Department, City of Austin, Austin TX July 2016 – September 2017

- Liaison between all stakeholders—artists, designers, architects, contractors, developers, City Council/commissions/panels/departments and community groups—in the call and selection of artists for commissioned public art projects
- Project manager/print production manager for the award-winning Art in Public Places 30th Anniversary Commemorative Book

Global Retail Packaging Producer DELL | Experience Design Group (EDG), Austin TX 2014 – 2016

- Managed retail packaging programs for tablets, mobility accessories and client peripherals with global product, sales, marketing, package engineering, package design, photography, digital imaging/CGI, translation and localization, legal, regulatory, production and print supply teams
- Team lead for translations and localization
- SPOC for all domestic and international packaging print quality
- Process improvement contributions resulted in significant cost and time savings in translations and print production phases
- Architect of EDG Packaging Print Quality Assurance program

Production Manager Cartis Group, Austin TX 2003 – 2004

- Served as the first production manager for this growing design agency
- Contributed to client retention and new business development

Consultant / Founder 3pM LLC, Bethesda MD 2002 – 2003

- Provided a wide range of project management, print production management, event and business administration services to clients in Baltimore MD, Washington DC and Austin TX

Senior Production Manager MHI Communications, Washington DC 1999 – 2001

- Directed all internal and procured production services for this integrated marketing company

Production Manager / Equity Owner Franek Design Associates and Modus Interactive, Washington DC 1987 – 1999

- Involved in every project from inception through delivery for these sister print and interactive companies, supporting clients in the high tech, telecommunications, science and technology, aerospace, transportation, commercial development, environmental, utilities, retail, medical, health care, insurance, financial services, professional sports, entertainment, corporate training,

food and beverage, hospitality, commercial printing and publishing, and professional services industries, as well as higher education, fine arts and cultural institutions, and non-profit organizations

- Developed, managed and reconciled budgets upwards of \$1M
- Handled all financial, operational, managerial and human resource needs for both companies
- Served as a mentor and educator to colleagues, clients and the creative community

Publications Manager Maryland Institute College of Art (MICA), Baltimore MD 1979 – 1987

- Co-created my alma mater's Publications Office, which produced over 150 institutional communications annually

CAPABILITIES

Perfectionist with great judgment providing deep project management, print production management, content management and quality assurance expertise across physical and digital formats in the areas of:

- strategic planning
- scope and specifications
- bids and budgets
- proposals and presentations
- meetings and contact reports
- scheduling and workflow
- vendor liaison and relationship cultivation
- resource development and allocation
- materials, labor and sourcing
- procurement and supply chain mechanics
- cost accounting and financial reporting
- contract development and negotiation
- contract monitoring
- risk management and mitigation
- production efficiencies and cost strategies
- project management software and tools
- scheduling and workflow
- proof reviews, revisions and approvals
- workshops, training sessions and tool kits
- industry advancements
- brand standards and compliance
- R&D, prototypes and proof of concept
- color management, refinements and quality control
- comprehensive printing processes
- custom fabrication
- paper, substrates, inks and surface treatments
- binding, finishing and assembly methods
- content and asset management
- copywriting, editing and proofreading
- translations, localization and regulatory requirements
- bespoke writing, video, photography and illustration
- image licensing and usage rights
- installation permits and facilitation
- variable data
- online ordering systems
- fulfillment, delivery and inventory control
- event and trade show logistics
- team leadership, motivation and mentoring
- Kaizen/continuous process improvement
- best practices and sustainable strategies

SELECTED PROFESSIONAL HIGHLIGHTS

2023 John C Frye Memorial Award in Environmental Geology, *Bulletin 164: Climate Change in New Mexico Over the Next 50 Years, Impacts on Water Resources*, New Mexico Bureau of Geology and Mineral Resources (*managing production editor; publications program manager*)

Gold / Best of Category (Book, Soft Cover, Offset), 2019 Printing Industries of America MidAmerica Graphic Excellence Awards (*project manager/print production manager*)

Certificate of Merit, 2019 Printing Industries of America National/International Premier Print Awards (*project manager/print production manager*)

GD USA 2015 American Package Design Award, Electronics + Computers (*project team member*)

Neenah Paper 2012 Classic Competition, Top Ten Finalist (*project team member/print production manager*)

Award of Excellence, Mohawk Fine Papers

President, Production Club of Metropolitan Washington (DC)

Member, Mead Design Council (*first production manager invited to sit on this prestigious design council, held in conjunction with the Mead Annual Report Show*)

Invited Speaker, Westvaco Paper Company Annual Sales Meeting

Design and Printing Consultant, Exxon/Mobil

Design and Printing Consultant, Xerox

Guest Instructor, Graduate Publication Design Program, University of Baltimore

Guest Instructor, Visual Communication Department, Shepherd University (WV)

Guest Instructor, Visual Communication Department, Maryland Institute College of Art

EDUCATION

Bachelor of Fine Arts Maryland Institute College of Art, Baltimore MD

Certificate of Completion Pressroom and Quality Assurance
School of Print Media, Rochester Institute of Technology, Rochester NY

Certificate of Completion Contract Monitoring, Administration and Scope of Work
The George Washington University School of Business