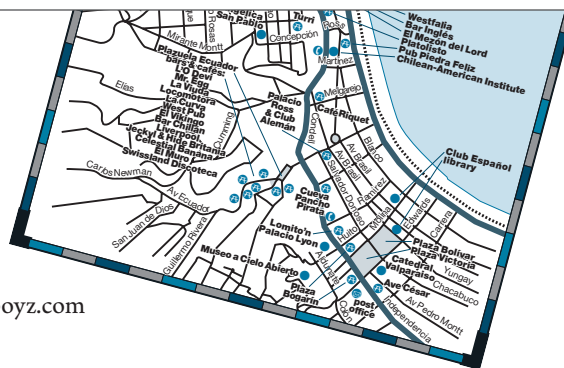


JEFF BORG

WRITER / EDITOR / ART DIRECTOR

PO Box 432900 ▶ South Miami, FL 33243-2900 USA
1203 Seventh Street NW, 301 ▶ Washington, DC 20001 USA
1.305.588.2839 cell ▶ www.artboyz.com ▶ sales2012 at artboyz.com



OBJECTIVE

CREATE persuasive content for publications, web sites, ads, direct mail, and email, especially in travel, health care, telecommunications, and advocacy.

SKILLS

COPY

Write and edit text in succinct news, feature, or promotional styles.

GRAPHICS AND PRODUCTION

Design pages, draw maps, shoot photos, and compose images.

SALES AND MARKETING

Develop publications and web sites. Write sales copy for advertising.

DATABASE MANAGEMENT

Create relational database systems integrated with print and web.

SOFTWARE

Proficient in Adobe InDesign, Photoshop, and Illustrator. Skilled in FileMaker Pro. Conversant in Adobe Dreamweaver.

LANGUAGES

Expert in English. Fluent in Spanish.

TRAVEL PUBLISHING

EXPERIENCE BERMUDA

288-page in-room visitor guide in British English for HCP/Aboard Publishing and the Bermuda Hotel Association, as editor of the 2009/10 book, senior writer of 2010/11, and contributor to 2011/12: Assigned, edited, and/or wrote the 60,000-word advertorial. Sourced photos and built databases.

EXPERIENCE RIVIERA MAYA

76-page in-room destination guide in US English and Latin Spanish for HCP/Aboard Publishing and the Riviera Maya Hotel Association, as editor and principal writer of the 2010 issue and contributor to 2011: Wrote main text and listings and assigned photography and sidebars for the publisher's 2010 inaugural issue.

GREATER MIAMI AND THE BEACHES VISITORS GUIDE, VACATION PLANNER, AND OTHER BOOKS

116–228-page destination guides for HCP/Aboard Publishing and the Greater Miami Convention & Visitors Bureau, as editor of five books each for 2009 and 2010 and contributor to 2011 and 2012: Assigned and edited the 30,000-word editorial portion of the hardcover *Visitors Guide* and the softcover *Vacation Planner* and *Travel Planner*. Wrote some sections. Edited the directories.

OUR JAMAICA

188-page visitor guide for HCP/Aboard Publishing and the Jamaica Hotel & Tourist Association, as a contributor to the 2011 inaugural issue: Wrote the sections on arts, beaches, and sports.

EXPLORE

In-flight magazine by HCP/Aboard Publishing for the airline TACA, based in Central America: Traveled Riviera Maya and wrote a 12-page section on

Cancún and Playa del Carmen for the 12/2007 issue. Investigated the sights, dining, and hotels of Washington, DC, then wrote and photographed a summer feature for the 07/2010 issue and a winter feature for the 12/2011 issue.

LATITUDES

In-flight magazine by HCP/Aboard Publishing for American Eagle. Wrote a section on Cancún, Cozumel, and Riviera Maya for the 01/2009 issue.

EXPERIENCE CURAÇAO

80-page in-room visitor guide in US English and Latin Spanish for HCP/Aboard Publishing and the Curaçao Hospitality and Tourism Association, as editor of the 2009 and 2010 issues: Assigned and edited the 17,000-word English editorial and managed its translation into Spanish. Sourced the photography.

PENHA BUILDING 300 YEARS

144-page coffee-table book in Dutch and US English by HCP/Aboard Publishing for the Penha family, which owns the 300-year-old UNESCO World Heritage landmark in Curaçao, as editor of the 2008 publication.

DESTINATION RIVIERA MAYA

172-page destination guide in US English and Latin Spanish for Ulrich Communications and the Riviera Maya Hotel Association and tourism board, as art director, then managing editor: Simplified the layout with the 2004/05 book. Traveled extensively around Playa del Carmen, wrote the 45,000-word US English text of the 2006/07 issue, managed translation to Spanish, and sourced photography.



KINGSTON GUIDE

52-page guide for Graphcom Publishing and the Jamaica Chamber of Commerce: Traveled the Kingston area and wrote the inaugural 2007 issue.

DESTINATION BELIZE

196-page visitor guide for Ulrich Communications, the Belize Tourism Industry Association, and the Belize Tourism Board, as art director, then managing editor: Designed 2005. Traveled and photographed Belize, then wrote the 85,000-word 2006 issue. Updated 2007.

DESTINATION JAMAICA

232-page visitor guide for Ulrich Communications, the Jamaica Hotel & Tourist Association, and the Jamaica Tourist Board, as art director and contributing editor: Traveled the island, shot photos, and wrote stories on arts, dining, and accommodations for the 2004, 2005, and 2006 issues.

OCHO RIOS SAINT ANN GUIDE

52-page guide for Graphcom Publishing and Ocho Rios' Saint Ann Chamber of Commerce, as editor: Wrote the inaugural 2006 issue. Updated 2007.

NEGRIL GUIDE

72-page guide for Graphcom Publishing and the Negril Chamber of Commerce, as editor: Traveled western Jamaica. Wrote and designed the 2005 issue. Edited 2006 and 2007.

TRAVEL MARKETING

CERTIFIED VACATIONS

Catalog for Continental Airlines Vacations' Select Escapes program, 2008: Wrote copy for 50 luxuriant hotels, resorts, and trains, including Royal Hideaway Playacar, Le Château Frontenac, Ritz London, Ashford Castle, and Venice Simplon-Orient-Express.

COSTA CRUISES

Web sites and email blasts, 2007 and 2008: Wrote sales copy promoting the Italian cruise line's "love, laughter, and la dolce vita" theme, plus ports of call around the Caribbean, Mediterranean, Baltic, and North seas.

AJAL GUIDE

Catalog by Graphcom Publishing for the Association of Jamaica Attractions, 2004 and 2005: Drew maps, edited text, and designed the books.

CARIBBEAN ESCAPES

Sales brochures and direct mail, 2003: Designed the pieces used to launch the upscale hospitality marketing venture.



AT&T UNITAS

Series of port guides, 1997, 1998, 1999, and 2000: Covered Venezuela, Colombia, Panama, Ecuador, Peru, Chile, Argentina, Uruguay, Brazil, Saint Martin, and Puerto Rico, targeting US military personnel. Created the program to boost international traffic for AT&T Direct service.

CONSUMER PRODUCTS

DIVINE SKIN (DSKX)

Press releases, 2009 to present: Target investors with news of financial results, capital infusions, new technologies, product debuts, strategic partnerships, and international expansions.

DS LABORATORIES

Text for web sites, ads, and packaging materials to market advanced topical biotechnologies, 2007 to present: Target more sophisticated consumers using technical copy about dermatological complaints — acne, aging, dandruff, hair loss — and the current science to treat them — antioxidants, retinoids, minoxidil, etc.

POLARIS RESEARCH LABORATORIES

Text and graphics for literature and web sites to market high-potency ethical hair-regrowth treatments based on minoxidil, finasteride, and alfatradiol, 2008 to present: Target the balding patients of dermatologists practicing in Japan and the United States.

SIGMA SKIN

Text for web sites and packaging to market premium cosmeceuticals, 2008 to present: Target men who shop in Neiman Marcus. Promote topical treatments for hair loss, acne, and aging.

THE PURE GUILD

Text for booklets, packaging, and web sites to market natural cosmeceuticals, 2009 to present: Wrote 60,000 words to launch the brand, which features organic purity and botanical science.

NUTRAORIGIN

Text for web sites and packaging of 60 SKUs of nutritional supplements, 2008 to present: Edit copy on complaints like joint pain, headache, PMS, and BPH.

DYNO MERCHANDISE

Packaging, catalogs, and point-of-purchase displays for Singer, Simplicity, Kane, and other brands, 1991 to 1999: Designed print to sell notions.

TECH MARKETING

AMERICATEL / 1010-123

Direct-mail, insert, and PoP campaigns, 1996 to 2003: Created and produced materials in Latin Spanish to sell pre-paid, dial-1, and dial-around services to US Hispanics. Supported by television, the aggressive mailing program transformed Americatel from a \$12 million telecom boutique in 1997 to a \$300 million common carrier in 2002. Created catalogs in US English to market VSAT, leased line, frame relay, internet, and other business services from the offices in Miami, San Salvador, and Santiago.

AT&T DIRECT SERVICE

Business-to-business publications and in-room consumer marketing in US English, Latin Spanish, French, German, and Japanese, 1991 to 2003: Worked with marketing managers in Coral Gables to create and produce newsletters, signs, point-of-purchase materials, and in-room directories for the hotels and resorts of Inter-Continental, Hyatt, Marriott, Sandals, and others. The campaigns grew AT&T's

Caribbean and South American telecom revenue successfully for 12 years.

CONCERT GLOBAL SERVICES

Print advertising, 2001: Produced display ads for the joint venture of AT&T and British Telecom.

DATA ACCESS

Documentation for the software publisher's database-development tools, 1989 to 1992: Produced the bimonthly journal *Flexlines* and four case-bound manuals on the company's flagship program, DataFlex. The version 3.0 Encyclopedia, Handbook, Reference, and User's Guide totaled 3,000 pages.

ADVOCACY

AMERICAN CIVIL LIBERTIES UNION

Defender of civil liberties under the US Bill of Rights, 2002 to present: Design and produce ACLU's leading chapter newsletter, *The Flame*, as art director. Serve on the Greater Miami Chapter board and on the ACLU of Florida state board.

NAVAL MEDICAL RESEARCH CENTER

Malaria-vaccine research program, 2006 to 2009: Designed booklets, posters, and flyers to recruit human test subjects in Washington.

ATTORNEYS FOR THE RIGHTS OF THE CHILD

Legal child-advocacy group, 1998 to present: Provide graphic support.

AMERICAN ACADEMY OF INSURANCE MEDICINE

Professional association of physicians, 1994 to 1996: Edited, designed, and produced the peer-reviewed, 80-page, quarterly *Journal of Insurance Medicine*.

AMERICAN SUBACUTE CARE ASSOCIATION

Group of nursing-home professionals, 1993 to 1996: Created the newsletter and event-marketing materials.

EMPLOYERS

DIVINE SKIN

Managing editor and regulatory-affairs manager for the biotech developer, 09/2009 to present: Generate copy and graphics for websites, catalogs, and packaging. Promote treatments for hair loss and skin aging and nutritional supplements. In two years, revenue has grown from \$3.5 million to \$9 million. Brands are DS Laboratories, Sigma Skin, Polaris Research, Pure Guild, and NutraOrigin. 1680 Meridian Avenue, 301 Miami Beach, Florida 33139 1.888.404.7770 www.dslaboratories.com www.sigmaskin.com www.polarisresearchlabs.com www.thepureguild.com www.nutraorigin.com

HCP/ABOARD PUBLISHING (MIAMI HERALD MEDIA)

Senior editor, 03/2008 to 09/2009: Assigned and edited text and photos for the in-room destination guides of Bermuda, Curaçao, Riviera Maya, and Greater Miami and the Beaches. Edited a book on Mount Sinai Medical Center. Contributed to Charleston, SC, and Saint Martin. Wrote for in-flight books. One Herald Plaza, Fourth Floor Miami, Florida 33132 1.305.376.5250 www.experiencedestinations.com

AQUENT

Copywriter with the creative agency, 09/2007 to 05/2008: Wrote text to promote Caribbean and Mediterranean sailings for Costa Cruises and to sell premium holidays for Continental Airlines Vacations. 8050 Southwest 10 Street, 1400 Plantation, Florida 33324 1.954.452.6997 www.aquent.com

GRAPHIC ARTS NETWORK

Owner, 01/1988 to 12/2008: Developed catalogs, newsletters, direct mail, and other publications to accomplish the marketing objectives of clients in travel publishing (HCP/Aboard, Ulrich, Graphcom), consumer products (DS Laboratories, Sigma Skin, NutraOrigin, Imagine Telecommunications, Dyno Merchandise), technology (AT&T, Americatel, Data Access), and issue advocacy (American Civil Liberties Union, Attorneys for the Rights of the Child, Naval Medical Research Center). Performed sales, creative, purchasing, production, and systems-development functions. Contracted with vendors in prepress, paper, printing, and post-press. PO Box 432900 South Miami, FL 33243-2900 1.305.588.2839 www.artboyz.com

GRAPHNET

District sales manager, 09/1983 to 12/1987: Opened South Florida for the data-network operator. Sold funds-transfer services to international banks on Brickell Avenue. Earned Miami's two largest accounts — Bank of America's investment banking group and C&S International Bank — by selling custom-interface systems to reduce manual handling of communications. 40 Fulton Street New York, New York 10038 1.212.994.1100 www.graphnet.com

LANIER BUSINESS SYSTEMS

Salesman, 11/1982 to 08/1983: Sold dedicated word-processing systems to legal offices and business users in northeastern Dade County.

MEDIA MASTERS

Owner, 07/1978 to 10/1982: Wrote, designed, and placed newspaper, radio, and television advertising for consumer-electronics retailers in Gainesville and Tallahassee, Florida. Designed and produced print ads and collateral materials for health-care providers in North Florida.

BOULDER DAILY CAMERA

Artist, 09/1977 to 06/1978: Built ads part time for the Knight-Ridder daily newspaper in Boulder, Colorado.

CLIENTS

AMERICATEL

7361 Calhoun Place, 520
Rockville, Maryland 20855
1.301.610.4300
www.americatel.net
www.1010123.com

ACLU OF FLORIDA

4500 Biscayne Boulevard, 340
Miami, Florida 33137-3227
1.786.363.2700
www.acluf.org

AT&T CONSUMER SERVICES

2333 Ponce de Leon Boulevard
Coral Gables, Florida 33134-5400

ATTORNEYS FOR

THE RIGHTS OF THE CHILD

2961 Ashby Avenue
Berkeley, California 94705
1.510.464.4530
www.arclaw.org

BELIZE TOURISM

INDUSTRY ASSOCIATION

10 North Park Street, PO Box 62
Belize City, Belize CA
501.227.5717/1144 (Belize)
www.btia.org

CARIBBEAN ESCAPES MARKETING

PO Box 297243
Pembroke Pines, FL 33029-7243
1.954.927.9757
www.caribbeanescapes.com

CERTIFIED VACATIONS GROUP

(CONTINENTAL AIRLINES VACATIONS)

PO Box 1525
Fort Lauderdale, FL 33302-1525
1.954.468.4746
www.certifiedvacations.com

COSTA CRUISE LINES

200 South Park Road, 200
Hollywood, Florida 33021
1.954.266.5855
www.costacruises.com

CURAÇAO HOSPITALITY AND TOURISM ASSOCIATION

599.9.465.1005 (Curaçao)
www.chata.org

DATA ACCESS

14000 Southwest 119 Avenue
Miami, Florida 33186
1.305.238.0012
www.dataaccess.com

DIVINE SKIN

1680 Meridian Avenue, 301
Miami Beach, Florida 33139
1.888.404.7770
www.dslaboratories.com
www.sigmaskin.com
www.polarisresearchlabs.com
www.thepureguild.com

DYNO MERCHANDISE

1571 West Copans Road, 105
Pompano Beach, Florida 33064
1.800.448.3966
1.954.971.2910
www.dynomerchandise.com

GRAPHCOM PUBLISHING

1995 Northeast 150 Street, 107
North Miami, Florida 33181-1120
1.305.945.7403
info@ulrichcommunications.com

GREATER MIAMI CONVENTION & VISITORS BUREAU

701 Brickell Avenue, 2700
Miami, Florida 33131
1.305.539.3000
www.miamiandbeaches.com

HCP/ABOARD PUBLISHING

(MIAMI HERALD MEDIA)

One Herald Plaza
Miami, Florida 33132
1.305.376.5250
www.experiencedestinations.com

JAMAICA CHAMBER OF COMMERCE

12 Ocean Blvd., Kingston, Jamaica WI
1.876.922.0150/1 (Jamaica)
www.jamaicachamber.org.jm

JAMAICA HOTEL & TOURIST ASSN.

Two Ardenne Rd., Kingston, Jamaica WI
1.876.926.3635/3636/2796 (Jamaica)
www.jhta.org

NAVAL MEDICAL RESEARCH CENTER

8901 Wisconsin Av., Taylor Rd., 141-120
Bethesda, Maryland 20889
www.nmrc.navy.mil

NEGRIL CHAMBER OF COMMERCE

A Fi Wi Plaza, PO Box 3055
Negril, Jamaica WI
1.876.957.4067 (Jamaica)
negrilchamber@cwjamaica.com

NUTRAORIGIN

1983 Marcus Avenue, Suite 206
New Hyde Park, New York 11042-1016
1.516.352.3588
www.nutraorigin.com

RIVIERA MAYA HOTEL ASSOCIATION

Mz. 4, Calle 28 L1 Loc. 103-4, Carr. Fed.
Playa del Carmen, QRoo, Mexico
52.984.859.2275/76 (Mexico)
www.rivieramayahotels.info

ULRICH COMMUNICATIONS

1995 Northeast 150 Street, 107
North Miami, Florida 33181
1.305.945.7403
info@ulrichcommunications.com

EDUCATION

DALE CARNEGIE SALES COURSE

Learned essential principles of selling.

UNIVERSITY OF COLORADO / BOULDER

Bachelor of environmental design.
Learned principles of problem-solving
design for effective graphic, product,

architectural, and
urban solutions.

MIAMI-DADE COMMUNITY COLLEGE

Associate of arts in architec-
ture. Studied under practicing
architects. Edited *Catalyst*, the
campus newspaper. Won Sigma



Delta Chi journalism scholarships.
Elected student body president.

MIAMI PALMETTO SENIOR HIGH

Diploma. Edited *The Panther*
student newspaper. Nom-
inated for *The Miami
Herald* Silver Knight
service award.