

Behzad Tabatabai

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OBJECTIVE

To obtain a senior level creative or management position through which I can help the company deliver its message by fully utilizing my design, communication, production and management expertise.

QUALIFICATIONS

- "Idea Man" with tenacious follow through
- Able to balance big picture vision with disciplined attention to detail
- Meticulously organized, deadline and budget driven
- Expert in current media technologies (print and Internet) and a leader in adopting new advances
- Superior verbal and written communication skills
- Exceptional at managing simultaneous projects from concept to completion
- Innovative, critical thinker, analytical problem-solver, workflow and efficiency expert
- Effective manager, inspiring team builder, and trainer of both technical and creative professionals
- Patient, professional and reliable with strong customer service and interpersonal skills
- Contagious zest for learning, can-do attitude and genuine desire to help others achieve greatness

TECHNICAL EXPERTISE

Both Macintosh and PC savvy. Software: Quark Xpress, InDesign, PageMaker, Multi-Ad Creator, Photoshop, Illustrator, Dreamweaver, HTML, Javascript, Applescript, Filemaker Pro, Word, Excel and more.

EDUCATION

University of California Los Angeles (UCLA) – Los Angeles, CA 1993

Bachelor of Arts - English, American Studies

Bachelor of Arts - Political Science

Landmark Education– Los Angeles, CA 2003 – 2004

Landmark Forum (Personal Empowerment Course), Advanced Course (Advanced Personal Empowerment Course), Self Expression and Leadership Program, Commitment Seminar, Integrity Seminar, Living Passionately Seminar

EXPERIENCE

Publisher, Editor-in-Chief – *Namak Magazine* (Jun. 2004 – Present)

Created and published the premiere culture and lifestyle magazine for the Persian community.

- Created a powerful new brand which quickly expanded to include other products and events.
- Developed business plan, marketing strategy and organizational structure.
- Built infrastructure for managing editorial, advertising, production and distribution.
- Hired and trained staff, including managers, writers, editors and designers.
- Designed all layouts and artwork, wrote articles, edited submissions.

President, Founder – *BCF Consulting* (Jan. 1990 – Present)

Designed Websites and print materials for corporate clients. Also consulted with Creative Service departments in newspapers, ad agencies and design studios, focusing on training, internal communication, workflow and quality control.

Sample Projects:

- IKON Audio International (Woodland Hills, CA) — Created branding program and marketing campaign that increased sales 150%. Designed packaging, sales materials and trade show displays. Wrote advertising and promotional copy.

- Biovisage Clinic (Beverly Hills, CA) — Developed corporate identity system, advertising, collateral material, posters, Website, etc. Also consulted on marketing strategies and brand development.
- Nationwide Advertising Services (Cleveland, OH) — Reengineered workflow and performance measurement systems for ad production department. Designed and programmed job tracking database. Developed protocols for intra-departmental cooperation between sales executives and production staff.
- Community News Company (Framingham, MA) — Reduced annual operating cost by \$800,000 by consolidating 7 design and pre-press facilities and installing a permanent training program.

Other clients included: Blockbuster, House of Seagrams, Warner Brothers, UCLA Oncology, Pavillion Winery, Chi Chocolat, Avera Pharmaceuticals, *The Miami Herald*, *The Providence Journal*, *Med Biz & Beyond Magazine*, 24-7 Staffing Solutions...

Chief Operating Officer – DesignQuorum (Oct. 2001 – March 2004)

Owned and operated award-winning marketing services and corporate communications agency specializing in graphic design, web development, corporate gifts, corporate awards and advertising specialty items.

- Developed ordering and shipping systems, production protocols and technology infrastructure.
- Hired and trained production staff and sales executives.
- Managed all aspects of daily operations, deadlines, budgets and profitability assessments.
- Interfaced with vendors and managed client relationships.
- Developed new business, prepared proposals, scheduled projects and supervised production.
- Clients included: Nissan-North America, Rockwell, Garrett Interiors, the Los Angeles Department of Water and Power, *The Los Angeles Times*, the International Association of Chiefs of Police, DreamGear, and the Walter Kaitz Foundation.

General Manager – AdOut, Inc. (Sept. 1993 – Sept. 1999)

Held numerous positions with increasing responsibility while helping small design studio grow to a large-scale ad production facility in 6 years. Other positions included: Director of Training, Research and Development, Director of New Media, Account Manager, and Senior Production Manager.

- Played key role in expanding the company and reaching number 153 on *Inc.* magazine's list of 500 fastest growing companies in the country.
- Managed 155-member production team in a fast-paced, high volume, high stress environment. Managed multiple daily deadlines and produced 2500 newspaper ads weekly with a documented 99.98% accuracy.
- Built performance measurement system that identified error trends, training needs and productivity issues, resulting in immediate 12% reduction in labor to revenue ratio.
- Recruited, hired and trained over 95% of the creative and technical staff.
- Designed training programs, performance standards and individual achievement goals for all staff.
- Revived struggling department by trimming staff size, clarifying job functions, increasing accountability and instituting new operating protocols.
- Conducted R&D program, defined business plan and growth strategies for New Media division, and set information technology goals.
- Created Training Workshops which were voluntarily attended on weekends by 65% of the staff.
- Personally handled problem accounts and ensured client satisfaction.

PERSONAL NOTES

Fluent in Persian (Farsi) and conversational Spanish. Professional member of the ASUCLA Communications Board. Poet, Chess player, avid reader, award-winning writer, self-proclaimed computer geek!

Online portfolio at www.behzad.com. Professional references available.