

Roger Baxter

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Experience:

3/03 -

Independent Consultant, Specializing in Project Management Software Development and Web Site Development for Christian Organizations, Winston Salem, North Carolina

- Develop, design, and code Internet websites for various Christian organizations.
- Develop and code customized Internet based project scheduling, tracking, costing, and management system software for use in publishing, advertising, and other project oriented industries.
- Utilizing skills in project management, workflow optimization, publication, communication, HTML, CGI, JavaScript, Perl, XHTML, and CSS.

8/98 - 2/03

Coyne Beahm, Advertising, Greensboro, North Carolina

Production Manager – 8/98 – 2/03

- Sourced and oversaw production of client's advertising and communications materials from digital files to finished or mailed product including bar code trackable personalized direct mail kits.
- Participated in computerization project for all estimating, traffic, purchasing, etc.
- Supervised other production department members and contributed expertise in development of client's relationship marketing and web based programs. Up to five print managers.
- Developed shared Internet accessible database of vendors, job specifications, and bid analysis.
- Coordinated exposure of both creative and account personnel to new vendor capabilities, technologies, processes, and concepts.

7/94 - 8/98

Independent Management Consultant, Specializing in Publication Technology Optimization for Advertisers, Publishers, and Printers, Winston Salem, North Carolina

- Analyzed and documented existing production procedures, techniques, work flows, equipment utilization, and personnel and equipment productivity.
- Boosted employee morale, organized inventory control system, set up FileMaker Pro multi-location data entry job tracking system, and reorganized for more orderly work flows; thereby improved quality of staff performance, liquidated backlog of orders, and cut overtime requirements.
- Recommended improvements in process, equipment, scheduling, and staffing.
- Provided customized training materials and presented training programs to increase productivity of client's staff members.
- Developed Internet websites and advertising banners; achieved top 5 rankings on major search engines and significant topical interest segment traffic and response.

2/87 - 7/94

Lowe's Companies, Inc., North Wilkesboro, North Carolina

Manager of Advertising Production Systems – 11/92 - 7/94

- Responsible for continual re-engineering of ad creation and production methodology, equipment utilization, and personnel productivity.
- Saved \$1.5 million in first year with in-house production of area versioned and priced pre-print newspaper inserts and ROP advertising. Set up automated versioning system.
- Lead multi-department & multi-vendor team in 85% reduction of pricing lead times.
- Developed and monitored departmental operating budget of \$2.8 million.
- Oversaw \$40 million insert ad program – vendor contacts, bids, and analysis.
- Supervised training program to keep 52 staffers on leading edge of technology.
- Directed production of 2500 pages of advertising per month.

Manager of Advertising Production – 8/90 - 11/92

- Directly supervised 6 advertising production departments with staff of 29 including photo studio.
- Reduced advertising production times by 50%.
- Brought in-house the annual production of 30,000 pages of printer's film for weekly area versioned (200+ markets) inserts and ads which achieved payback in two years.
- Produced 18% more base ad pages using 56% fewer creative staffers.
- Pioneered and lead a multi-department team in research, evaluation, selection, design, and implementation of a \$1.7 million technology upgrade to a computer assisted graphic design system covering 10 work groups.

Senior Supervisor of Production – 2/87 - 8/90

- Responsible for copy writing, typesetting, illustration, product information, and mechanical art departments with 17 employees, and scheduling work of 4 creative departments plus other affected internal groups, and outside vendors.
- Provided overall production control for over 400 projects annually in all departments by implementing computerized scheduling, regular work flow communication, time accounting, and established hourly production costs and charge-back procedure.
- Contributed expertise in print production technologies to improve quality of promotions while reducing costs by close involvement with print vendors.
- Assisted in development of computerized ad request system.

2/84 - 11/86 The Education Center, Inc., Greensboro, North Carolina

Printing Plant Manager – 4/85 - 11/86

- Responsible for sales forecasting, inventory control, order fulfillment, and manufacture of over 500 products (including hard cover and soft cover books), 6 magazine titles, and their direct mail promotions.
- Increased production and billings over 40% in each of two consecutive years and expanded outside commercial print sales by 31%. Accountable for profit or loss of all production processes.

Director of Technical Operations – 2/84 - 4/85

4/82 - 1/84 Fisher-Harrison Printing, Greensboro & Durham, North Carolina

Production Scheduler at Greensboro plant – 9/83 - 1/84

- Reviewed and approved all job production plans and set production schedules for all departments in plant operating 24/7/365.

Production Manager at Durham plant – 5/83 - 9/83

- Improved profitability of fixed price schedule print projects.

Production Coordinator at Greensboro plant – 4/82 - 5/83

1/78 - 12/81 The Education Center, Inc., Greensboro, North Carolina

Production Director – Prep, Press, Bindery, Packaging, Inventory, Purchasing, Warehouse & Shipping Departments – 5/78 - 12/81

- Decreased personnel requirements 47% while meeting demands of a 305% increase in product sales.
- Lead development of inventory control and production cost projection, monitoring, and accounting information management systems.
- Conducted weekly training sessions for department supervisors to upgrade quality of staff performance.

Supervisor of Press & Pre-Press with staff of 7 – 2/78 - 5/78

Supervisor of Pre-Press – 1/78 - 2/78