

## BRIAN LEHMAN

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## EDUCATION

BA English  
Sonoma State University  
(cum laude)

## SOFTWARE

InDesign, Photoshop,  
Illustrator, Dreamweaver,  
...and others

## ETC.

I was an integral part of the creative processes at *TPL* and *CFI* contributing mightily to the development, design, and production of promotional and marketing campaigns and collateral.

I see unique possibilities when it comes to generating creative, unique, and practical solutions for promotions, ads, and other collateral pieces, always with an eye toward ethical, diverse, and sustainable options.

On a practical side, I used one sick day in the 12+ combined years at *CFI* and *TPL*.

And...

For three-and-a-half years, I did not miss a day of bicycle commuting while at *TPL*. With all this practice, in Spring 2010, having a status of "semi-retirement" forced upon me by the economic downturn, I was able to take advantage of the open time to accomplish a bicycle trip from Denver, Colorado to Navarre, Ohio. The 3 week, 1400 mile ride allowed me to create *Under the Map*. I wrote and designed the book about the ride.

(A preview of the book is available at blurb.com. A link to it can also be found on my home page at wordwelder.com.)

References available

## CURRENTLY

### WORDWELDER.COM & TOWPATH TRAILHEAD

Freelance design. Bicycle retail and canoe livery.

Over the years I have had many clients with my freelance design business. (See wordwelder.com for details.)

Since 2011, for six months each year, during the summer recreation season, I have worked at the *Towpath Trailhead* in Massillon, Ohio.

The *Trailhead* complex includes *Ernie's Bicycle Shop*, *Blue Heron Deli*, and *Trailhead Canoe Livery*. My responsibilities include: waiting on customers, selling and renting bicycles, minor bike repairs, transporting and launching canoeists, and transferring inventory among the three bike shops. I also help at the deli when needed.

The *Trailhead* is a busy and varied retail complex in which I am consistently immersed in a wonderful range of diverse customer situations. My main area of work is the canoe livery.

The *Trailhead* is also one of my year-round web and graphics clients.

## PREVIOUSLY

### THE TRUST FOR PUBLIC LAND

Production Specialist, National Marketing, 2004 – 2009

**NEWSLETTERS:** Worked with staff from around the country, copy editors, designers, proofreaders, printers, and mail houses. I laid out and coordinated the production of state and regional newsletters.

**BROCHURE SYSTEM:** *TPL*, a diverse national organization, needed a flexible collateral materials presentation system. Working in concert with other members of the National Marketing Department, I designed, implemented, and maintained a brochure system whose elements included: general brochure, presentation folders with changeable front cards reflecting *TPL*'s diverse work and geography, info sheet inserts covering more than two dozen subject areas, newsletters, press clips, and a number of presentation-specific pieces.

**REPORTS:** *TPL* generates many reports on parks and land use. I received raw Word documents, ranging from 2 to 40 or more pages, and turned them into palatable and significantly more readable formats.

**SPECIAL PROJECTS:** As needs arose among the departments, from Development to Human Resources to the project staff, I designed, produced, and handled distribution of collateral such as postcards, ads, note cards, invitations, etc. Also designed and produced a popular annual *TPL* desk calendar.

I would have stayed at *TPL* had it not been for the economic downturn. Along with 40% of the entire staff, I was laid off.

**CALIFORNIA FILM INSTITUTE** (Mill Valley Film Festival, Rafael Film Center)  
Marketing and Publications, 1997 – 2004

**QUARTERLY RAFAEL CALENDAR:** Design and production, including setting deadlines, gathering content from staff and programmers, layout, proofing, printing, distribution, and mailing. Quarterly print run 35,000+.

**ANNUAL FILM FESTIVAL PUBLICATIONS:** I was an integral member of the creative team for the Festival schedule and souvenir program.

**ADS:** Design and placement for the *Film Center* and *Film Festival*.

**OTHER PROJECTS:** Flyers, invitations, posters, programs, and signs for films, film series, and filmmaker events. Sponsor recognition posters for *Festival* events. Design, production, and mailing of mailers. Design, production, and updating of street banners. I played an integral role in the restoration and re-opening of the *Rafael Film Center*. Support materials for Development and Membership Departments. Worked closely with an outside agency in name change and re-branding from *Film Institute of Northern California* to *California Film Institute*.

I left *CFI* on good terms to work at *TPL*. I still do periodic contract design work with them.