

# Jeffrey T. Marshall

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**Specialties:** High-End Creative Retouching, Event Photography

## SUMMARY

- 6 years experience retouching photography for advertising
- 12 years experience in production art for advertising, retail marketing, packaging and branding
- Brings problem-solving skills, enthusiasm and a creative spark to every team; maintains positive attitude under pressure while exceeding client expectations

## SOFTWARE EXPERTISE

Adobe CS6/CC Photoshop, Lightroom, Illustrator, InDesign, Premiere Pro

## PROFESSIONAL EXPERIENCE

**Owner, Pixel Rally, Arlington, VA (Sept. 2009 – Present)**

### *Retouching:*

- Currently retouch product imagery for **High Impact Photography**; developed cost- and time-saving retouching techniques utilizing smart objects (Baltimore, MD)
- Retouched and enlarged wall-sized photos for permanent display at **USA Today's** headquarters; retouched and created layouts for 13 life-sized cutouts (McLean, VA).
- Created illustrations for brand style guide for **National Geographic Society** (Washington, D.C.)
- Retouched employee headshots for **Purple Strategies** (Alexandria, VA).
- Digitally restored vintage truck artwork for museum installation; retouched photos for framed display at **Navistar** headquarters (Naperville, IL)
- Illustrated RV floor plan diagrams and retouched brochure photos for **Navistar RV** (Lisle, IL)

### *Photography:*

- Freelance event photographer for **The Heritage Foundation** and the **American Association of Colleges of Nursing**, at U.S. Capitol buildings with Members of Congress (Washington, D.C.)
- Photographed the homestead of Cyrus McCormick; sold photos to **Navistar** (Walnut Grove, VA)
- Photographed and retouched promotional marketing kits for **Rhea+Kaiser** (Naperville, IL)
- Photographed large-scale, outdoor art installations for the **Morton Arboretum** (Lisle, IL)
- Photographed original paintings by Makato Fujimara, showcased in special-edition *The Four Holy Gospels* book by **Crossway Books** (Wheaton, IL)

**Digital Retoucher, Studio One East, Chicago, IL (April 2008 – August 2009)**

- Handled high-end photo retouching for print marketing, retail displays and event graphics
- Performed masking, clipping, color correction, compositing and photo illustration
- Revised and rendered 3-D artwork to create concept art composites

## **Digital Retoucher and Production Artist, Bagby & Co., Chicago, IL (Feb. 2006 – April 2008)**

- Played a key role in the complete redesign of **Miller Lite**'s brand identity, including logo and all subsequent packaging; worked directly with agency owner and creative director from concept through final art; created packaging mock-ups, presentation art and style guide supporting the new visual identity
- Produced packaging keylines for prototype comps; photographed packaging for agency portfolio
- Lead retoucher for 252-page International Trucks coffee table book, *Milestones*, with over 500 photos of trucks and artwork; digitally restored vintage posters, logos and illustrations
- Photographed and retouched concept imagery of Navistar's headquarters, for redesign proposal
- Performed retouching, illustration and photography for print, web and retail marketing
- Created mock-ups of packaging, POP displays and outdoor signage for new business pitches
- Assisted various art directors simultaneously on multiple accounts, developing campaign concepts for **Sony, Navistar, International Trucks, TAG Heuer, and Miller Lite**
- Quickly proved reliability and broad skill set, and was hired full-time shortly after starting

## **EDUCATION**

B.A. Degree, Visual Communications, Judson College, Elgin, IL

## **VOLUNTEERING**

Videographer – Career Network Ministries, McLean Bible Church (Vienna, VA)

Photographer – Friends of Chicago Animal Care & Control (Chicago, IL)

### Keywords:

retoucher, retouching, high-end digital imaging, creative retouching, photo illustration, compositing, color correction, artistic enhancement, outline and shadow, vector artwork, advertising, keylines, packaging art, concept imagery, page layout, POP displays, retail marketing, brand redesign, branding, advertising graphics, ad agency experience, Adobe Creative Suite proficiency, photography, event photographer