

**TEJUS SHAH**  
**7 HYLAND AVE, ROCKAWAY, NJ 07866**

(201) 410-4867 | hello@tejusshah.com | http://tejusshah.com

- Experience: **WILLIAMS LEA (PFIZER INC. AND ZOETIS)** Peapack / Madison / Florham Park, NJ  
2011–present **Client Relationship Manager**
- Direct, coordinate, and execute internal creative services by identifying scopes of work, estimating billable hours, and cost of materials while successfully providing creative solutions to client requests
  - Generated new and repeat business opportunities by developing deep client relationships and utilizing various marketing channels such as display advertising, posters, desk drops, e-signs, and meet-and-greet events
  - Managed a creative services team coordinating and executing on a variety of projects in graphics, design, video, printing, print production and photography to ensure creative requests are executed according to brand standards, within budget and in a timely fashion
- 2008-2009 **ALPHA STRATEGIC, LLC.** Irvington, NJ  
**Senior Graphic Designer**
- Strategized with Creative Director, senior management and clients to develop print and online design solutions for non-profit and government organizations, such as the City of Newark
  - Developed and implemented new file naming structure based on client commonalities that significantly reduced project search times while greatly improving file archiving process resulting in quicker production and positive client relations
- 2006-present **FREELANCE CLIENTS** Various Locations  
**Freelance Art Director**
- Sudler & Hennessey: developed, executed, and presented advertising and marketing collateral and branding elements targeted to health care professionals for major pharmaceutical and consumer brands including Simponi and Remicade, Betaferon/Betaseron, Cetaphil, Firmagon, Namenda, and Wrigley's Orbit
  - Hindu American Foundation: Enhanced brand awareness by collaborating with Director of Marketing to design a variety of high-quality marketing solutions. Additionally, a strategic, visual rebranding by updating corporate identity, color scheme and visual style increased memberships and donations by nearly 15%. Consulted on creative copywriting and photography for advertisements
  - Rutgers Business School, BoConcept, Inc., Audible.com, American Clean Energy, Carlstadt Democratic Club.
- Education: **RUTGERS, THE STATE UNIVERSITY OF NEW JERSEY** Newark, NJ  
**Rutgers Business School**  
Master of Business Administration, May 2011  
Specializations in Marketing and Management & Business Strategy, GPA 3.5
- Co-President, Rutgers Association of Marketing and Strategy
  - Vice President of Public Relations, Rutgers Toastmasters
  - Developed and executed market research studies on new products and consumer insights for clients such as Educational Testing Service (ETS) and Chandni Chowk Walla restaurant. Provided recommendations by analyzing survey data, identifying consumer segments, generating cross tabulations, calculating correlations, and conducting tests of statistical significance
  - Identified new business and product opportunities through various market research tools such as gap and PEST analyses, Porter's Five Forces, and research surveys. Additionally, developed detailed marketing plans that established positioning, target audiences, budgets, break-even analysis, and communications and advertising strategies for new products and services
- ROCHESTER INSTITUTE OF TECHNOLOGY** Rochester, NY  
Bachelor of Fine Arts, Graphic Design, May 2002  
Associate of Applied Science, Industrial Design, May 2002
- Additional:
- Highly proficient in Adobe Creative Suite, Microsoft Office, and Windows and Mac OS environments
  - Knowledge in web design, iPhone/iPad UI design, marketing and market research, survey design
  - Graphic Designer at StreetGlow, Inc. in Wayne, NJ from 2002-2005, with a focus on corporate branding, packaging and display design
  - Photography publication in NationalGeographic.com's Your Shot: First Light Assignment and Daily Dozen selection