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## Capabilities Summary for **Blair Saldanah**

**Blair Saldanah** is a “renaissance man” creative who can do a number of things extremely well. See my portfolios online to discover the range of my abilities. To help determine how I can best serve you, here’s a capabilities summary:

- **I’m a senior art director/creative director, able to design and execute *anything* in the visual communications realm with style and elegance.** A classically-trained typographer, I bring a level of attention to the art of typography in my designs that’s not often found in our modern world. I’ll manage, coordinate and direct all projects, and all printing and service vendors. I’m great at facilitating teams of fellow creatives to keep projects on track, maintaining a consistency of message across all work. I’m also a meticulous librarian and archivist, to maintain easy access to art assets and past work.

*Work such as:* logos, packaging, point-of-sale, advertisements, FSIs, books, magazines, directories, stationery (letterhead/envelopes/business cards), forms, websites, animated web banners, email blasts, flyers, catalogs, brochures, price lists, seminar programs, slides, overheads, charts, presentations, sell sheets, ad slicks, invitations, menus, posters, flowcharts, floorplans, planograms, signage and maps.

- **I’m a photographer & retoucher, and can shoot people, products, environments, and events for effective use anywhere photography is needed.** A long-time press and commercial studio photographer, I can be relied on to “get the shot” no matter how critical the situation. I’m a wizard with Adobe Photoshop (*and the entire Creative Suite, for that matter*), and love to create “gallery art” from my photos. I’m widely renown as a master retoucher and silhouette-guru, and have the ability to “rescue” photo shoots gone awry. I can also supervise and art-direct outside photography projects for maximum benefit of commercial studio time.
- **I’m a computer wizard.** Having used Apple Macintosh computers continuously since the day they came out in 1984 (*and iOS devices since 2007*), I’m extremely well-versed in specifying and maintaining Macs. I have wide-ranging experience with networking and Windows also, but my area of strong skill will always be with Apple’s Macs and Servers, as a certified Apple Solutions Expert. I’m also an accomplished and patient teacher (*both classroom and one-to-one*) for a wide range of Mac software.
- **I’m a copywriter & editor.** I’m able to craft compelling copy and headlines for myriad needs. Adept at editing and proofreading, I’ll “punch-up” existing copy to make it more accessible and understandable, restructuring any awkward phrases.
- **I’m a marketing strategist, capable of achieving “sales overnight, and brands over time.”** Always keeping a sharp eye on the final message, I can work with your marketing department with insightful, helpful suggestions. Or I can even *be* your complete marketing department! I’ve studied internet search-engine marketing techniques from the best in the business, and can design, execute and maintain a strategy for achieving real, lasting organic search-engine results, without buying clicks. I’m a prolific and imaginative thinker, and enjoy brainstorming tactics and building white papers. And when I say *brainstorming*, I really mean it. ***I’m a member of MENSA!***

**Please email or call now to arrange a meeting and discussion of your needs!**