

Steven D. Philbrick

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PROFILE:

Innovative and creative individual, with a strong entrepreneurial background and expertise in management, team building, estimating, sales, marketing, design, identity programming, wayfinding and computer hardware and software.

Employment:

Great American Sign, Signal & Graphics Co.

2002 - present: President/CEO - a full service custom electric sign company

The Sign Company of Tallahassee, Inc.

1995 - 2002: General Manager

Lamar Outdoor Advertising Co., Inc. of Tallahassee

1994: Regional Account Executive and Lease Coordinator

The Sign Company of Tallahassee, Inc.

1993: Sales and Marketing Director - a full service custom electric sign company

Great American Sign, Signal & Graphics Co.

1984 - 93: President/CEO - a full service custom electric sign company

steve'signs

1976 - 84: Owner of steve'signs - a full service custom commercial and silkscreen sign company

Responsibilities:

Managed businesses: supervised design, fabrication, estimation, repair/service, marketing and sales departments and personnel; negotiated contracts; developed and implemented quality control, advertising, marketing, and staff training and safety programs; supervised, scheduled and coordinated staff, vendors and subcontractors, project planning, purchasing, inventory, fabrication, service and installations; designed and installed CAD/CAM systems and computer networks; installed hardware, software and provided support; automated work order, estimating, proposal, billing, sales tax computation and job tracking procedures and software; produced designs, engineering drawings, mechanicals and marketing promos; designed, fabricated, repaired and maintained production equipment; prepared conceptual, pattern and wiring comps and designs for architectural signage, commercial signs and displays, and, neon and fluorescent signs and lighting.

Consulting and Additional Employment:

SR+ consulting group - SR+ design consulting and SR+ CAD/CAM

1977 - present: Owner of SR+ consulting group, a progressive graphics communications design firm and SR+ CAD/CAM consulting, a firm that provides consulting services to architects, advertising and design agencies, government, private sector end users and sign companies in areas of CAD/CAM software, hardware and system integration, design software, support, budgets and purchases. Other Duties: Design logos and corporate identity programs, brochures and promotional literature. Provide specification writing and design services for signage fabrication and programming for on site, off-site and architectural signage systems. Conduct sign and site surveys for government and private sector. Consult with engineers, attorneys and clients

in Department of Transportation Right of Way litigation. Provide HTML / WWW homepage and digital design services for web servers and clients.

Freelance Journalist / Tallahassee Democrat Correspondent

1986 - present: Write, edit articles and advertisements. Design layouts for newspaper, magazines and newsletters. Researched and wrote weekly column for the Tallahassee Democrat Sports Section on hunting, fishing and the environment.

Sunland Hospital at Tallahassee, State of Florida

1972 - 76: Behavioral Programs Specialist, Director of Staff Development and Training, Director of Vocational Training. Wrote and supervised Behavioral Training Programs for clients and staff in self-help, job competency and vocational areas. Started new Staff Development and Training and Vocational Training Departments. Supervised staff, coordinated, developed and managed policies, programs, grants and budgets.

Education:

Florida State University: BA Experimental and Social Psychology; Minor Humanities

SYNOPSIS:

In college I was president of Inter-Residence Hall Presidents Council, president of my dormitory and graduated with honors. As a business manager and owner, I met deadlines and expectations of a wide range of clients and maintained good working relationships with customers, employees and professional associations. I am a results oriented team player, experienced and competent who knows what must be done and is willing and capable of doing it.

SR+ can provide full signage consulting and programming services to your organization including sign plan and manual development and many of the services listed on our website available on our [List of Services](#) webpage also accessed through our website at: <http://www.srplus.com>.

There are links there to eZine articles and other information for your convenience.

[Steven D. Philbrick](#)

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