

# SIDNEY D. PHILLIPS

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## PROFESSIONAL SUMMARY

An innovative and creative leader with continually increasing levels of responsibility for over 30 years in corporate communications. A team leader, mentor and coach with an extensive track record in building formal and ad-hoc teams. A skilled management team player who works closely with senior leadership to reduce costs and improve profitability throughout the corporation. A visionary who uses both creative and technical skills to conceive, design and implement new processes and workflows that expands markets, increases sales, reduces costs and improves customer satisfaction.

## KEY ACCOMPLISHMENTS

- Designed and implemented a graphic arts production system to replace carpet fabric samples with paper samples saving \$1.5 million per year
- Designed a graphic arts production system to produce custom walk-off mat designs in one-fifth the time saving an unprofitable product line and making it the most profitable line for that business unit
- Organized, implemented and managed the company's first internal media production department saving the company more than \$250,000 per year over supplier costs
- Designed, implemented and managed a graphic arts production system that inserted 2D carpet designs into existing room photography to simulate actual carpet, saving the company over \$100,000 per year by eliminating the need to produce original photography and physical carpet for photo shoots
- Designed, managed and implemented a color-managed workflow to produce accurate color output on all devices within three departments reducing press proofing costs by \$50,000 per year and reducing proof cycle times by one-third

## PROFESSIONAL EXPERIENCE

BEST BUY GEEK SQUAD (2009-PRESENT)

CIA Senior (2009-Present)

- Department supervisor in DCI's absence
- Responsible for department operational processes
- Consult, diagnose and recommend technology repairs and upgrades
- Troubleshoot and repair PC and Mac computer systems
- Design and sell total technology solution packages to personal and professional clients
- Teach diagnostic, troubleshooting and repair techniques to fellow Agents

MILLIKEN & COMPANY, LAGRANGE GA (1978 – 2008)

Merchandising Manager (2003 – 2008)

- Graphic design for all media
- Desktop publishing for all print media
- Video production and editing for all media
- Copywriting for marketing, PR and training
- Content management for print, web and multimedia
- Multimedia producer for marketing, PR and training
- Photography, image editing and correction
- Division AV manager (10 locations)
- Computer support (hardware, software and systems analysis)
- Project management for marketing, PR and information technology

### Division Theater Manager (1980 – 2003)

- Managed all AV facilities in the US (10 locations)
- Produced and directed live special events for marketing and PR
- Designed AV facilities for offices in the USA, Canada and Japan
- Project management for all production and tech support, including computer systems
- Supervised AV support and media production staff (up to 30 team members)
- Provided photography services for marketing and PR

### Production Planning Scheduler (1978 – 1980)

- Scheduled production equipment and expedited critical sample and rush orders

### PAUL FRENCH & PARTNERS, LAGRANGE, GA (1977 – 1978)

#### AV Producer

- Programmed multimedia slideshows
- Location and studio photography
- Performed competitive analysis of products and services
- Produced narrative soundtracks with original music beds
- Staged multimedia presentations throughout the U.S. and Puerto Rico
- Designed and produced graphics
- Managed film processing lab services

### MILLIKEN & COMPANY, LAGRANGE, GA (1974 – 1977)

#### Data Processing Lead Shift Operator

- Managed mainframe computer and telecommunications services
- Programmed, tested and provided debug support for computer software

### COMPUTER SKILLS

#### Software:

- Adobe CS4 (Photoshop, Illustrator, InDesign, Dreamweaver, Flash, Fireworks, Acrobat Professional)
- Adobe Lightroom
- QuarkXpress 6.5
- Apple Keynote '08
- Microsoft Office 2007 (PowerPoint, Word, Excel)
- Sony Vegas Pro + DVD Architect
- Photodex ProShow Producer
- Various color management software
- Windows XP, Windows Vista, Windows7, Mac OS X

#### Hardware:

- Design, build, deploy, troubleshoot and maintain desktop computers
- Specify, deploy, troubleshoot and maintain local and network peripherals
- Color-manage ink jet and laser printers (desktop and wide-format)

### EDUCATION

- Bachelor of Science, Information Technology, Columbus State University, Columbus GA (graduate in 2013)
- Certificate in Web Design and Production, Georgia Institute of Technology 2002
- Dale Carnegie, Milliken University 1987
- Xerox Professional Selling Skills (Needs Satisfaction Selling), Milliken University 1987
- Managerial Grid School, Wofford College 1986
- Over 1,000 hours of continuing education on creative, technical and management subjects
- Certificate in Data Processing Technology, West Georgia Technical College, LaGrange GA 1974