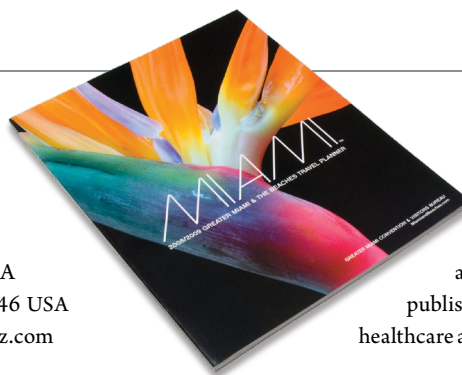


# JEFF BORG

## MARKETING CREATIVE

Florida ■ 10241 Southwest 110 Street ■ Miami, FL 33176 USA  
Massachusetts ■ 43 Fuller Street ■ Middleborough, MA 02346 USA  
1.305.588.2839 mobile ■ artboyz.com ■ sales2024@artboyz.com



Precision copy  
and design for  
high-performance  
assets in travel, hospitality,  
publishing, technology,  
healthcare and advocacy

## ROLES

### CREATIVE DIRECTION

Conceptualized brand voice and image — ads, catalogs, direct mail, packaging — to market premium cosmetics and pharmaceuticals for DS Healthcare, telecommunications for AT&T, and packaged goods for Conagra brands. Chaired the ACLU of Florida Policy and Advocacy Committee, led board presentations, and published the Miami chapter newsletter. Developed databases to manage creative assets.

### EDITORIAL MANAGEMENT

Created thought leadership campaigns and edited content generated by nine staff writers — web pages, blogs, SEO, email, brochures, social, webinars, direct mail, advertorial, case studies, press releases — to market ModMed SaaS for electronic health records, practice management and patient engagement. Wrote social and web for practices including AirSculpt plastic surgery. Wrote B2C copy to market vacations and B2B copy to market meetings, incentives, conferences and events for Celebrity Cruises, and email for Costa Cruises. Managed editorial for Greater Miami and the Beaches, Bermuda, and several Caribbean destination marketing organizations. Created features for airline magazines and catalogs for tour operators.

### ART DIRECTION

Designed and produced travel guides for Caribbean DMOs, PoP and direct mail for AT&T and Americatel, software documentation for Data Access, and catalogs and packaging for consumer products.

### SALES MANAGEMENT

Launched a print production firm, winning clients such as AT&T and Americatel, and a data networking sales office, winning

clients such as Bank of America. Developed relational databases to manage estimating, invoicing and regulatory reporting.

### APPLICATIONS

Expertise in Adobe InDesign, Photoshop and Illustrator, Microsoft Word and Excel, and FileMaker Pro DBMS. Experience in HTML, CSS, Google Workspace, Asana, Monday and Workfront.

## INDUSTRIES

### TRAVEL, HOSPITALITY

Cruise lines including Celebrity Cruises, premium brand of Royal Caribbean, and Costa Cruises, Italian brand of Carnival. Caribbean hotels, resorts and destination marketing organizations. Tour operators including Continental Airlines Vacations.

### PUBLISHING

Travel guides for the hospitality associations of Greater Miami and the Beaches, Bermuda, Riviera Maya, Curaçao, Jamaica, Belize and Saint Martin. Features for airline magazines. Lithographs for artists.

### TECHNOLOGY

Software such as the ModMed cloud-based platform for managing medical practices and the Data Access suite for building and deploying applications. Telecom carriers AT&T and Americatel. Custom database applications.



### HEALTHCARE

Premium cosmetic and pharmaceutical brands DS Laboratories, Polaris Biotech, Sigma Skin and The Pure Guild. ModMed SaaS for electronic health records. Medical practices such as AirSculpt plastic surgery.

### ADVOCACY

Nonprofits including the ACLU of Florida, its Greater Miami Chapter, the Florida Immigrant Coalition, Attorneys for the Rights of the Child, the American Academy of Insurance Medicine and Mount Sinai Medical Center.

## TIMELINE

### ARTBOYZ

Contract copy and design, Miami  
Creative Director 02/2024 to present  
Writer/Editor 06/2007 to 10/2017

Write, edit and design in travel, hospitality, publishing, tech, healthcare and advocacy, including email, social and web to market the AirSculpt plastic surgery brand, practices in cardiology, endocrinology and rheumatology, guides for Greater Miami and the Beaches and Jamaica, features for American Eagle and TACA in-flight magazines, email for Costa Cruises, and a catalog for Continental Airlines Vacations.

### MODERNIZING MEDICINE

Healthcare SaaS, Boca Raton, Florida  
Editor 09/2021 to 01/2024

Marketed software for electronic health records, practice management and patient engagement in 11 medical specialties. Edited web pages, blogs, SEO, email, direct mail, press releases, case studies and social media generated by nine staff writers. Codified the house style. Developed thought leadership on issues including

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physician burnout, staff retention, private equity and new practice development.

#### **ACLU OF FLORIDA**

Nonprofit defender of civil liberties, Miami  
Vice President 03/2023 to 03/2024  
Policy Chair 03/2013 to 03/2023  
Board Member 03/2010 to 03/2024  
Miami President 12/2012 to 12/2015  
Miami Art Director 03/2002 to 12/2018

Served 22 years pro bono on various ACLU boards and committees. As policy and advocacy chair for 10 years, led the formulation of positions on voting rights, cannabis reform, Stand Your Ground, qualified immunity and civilian oversight. Presented proposals to the board for adoption. As Greater Miami art director for 17 years, designed and produced event materials, research reports and ACLU's leading chapter newsletter, via print and web.

#### **CELEBRITY CRUISES**

Premium brand of Royal Caribbean, Miami  
Writer/Editor 02/2015 to 09/2021

Created the print ads, email, blogs and catalogs to market meetings, incentives, conferences and events. Conceptualized the Success campaign, asserting greater success for events and their planners. Created email, direct mail, print ads and social media to generate demand for upscale vacations on 12 luxurious ships and three specialty vessels. Highlighted the modern design, premium staterooms, inspired cuisine, intuitive service and alluring destinations.

#### **DS HEALTHCARE**

Biotech developer, Miami Beach, Florida  
Creative Director 04/2013 to 10/2014  
Managing Editor 09/2009 to 03/2013  
Managed copy and design for five brands with 317 SKUs of cosmetics, pharmaceuti-

cals and supplements, helping to triple the manufacturer's revenue in its first three years as a public company. Created long-form content for web pages and product inserts, and short-form copy for packaging, catalogs and ads. Designed assets in multiple languages for Australia, Brazil, Canada, China, Egypt, the European Union, Korea, Mexico and the United States. Codified the corporate ID program. Crafted press releases. Developed database systems for asset management and regulatory reporting.

#### **MIAMI HERALD MEDIA**

Custom publishing unit, Miami  
Senior Editor 03/2008 to 09/2009

Managed editorial for the travel guides and websites of resort associations and destination marketing organizations including Greater Miami and the Beaches, Bermuda, Curaçao, Riviera Maya, Jamaica and Saint Martin. Controlled budgets and schedules. Assigned and edited copy. Sourced images. Approved proofs.

#### **GRAPHIC ARTS NETWORK**

Design and production firm, Miami  
Creative Director 01/1992 to 01/2008

Launched the business. Managed sales, creative and production. Made PoP and publications to drive traffic for AT&T and its Caribbean hospitality partners. Created direct mail and event materials to market Americatel to US Hispanics. Produced software documentation and magazines for Data Access. Wrote, photographed and designed for the destination marketing organizations of Jamaica, Belize and Riviera Maya. Designed and produced the *Journal of Insurance Medicine* and *ASCA Quarterly*. Created packaging and catalogs for Conagra brands Kane, Simplicity and Singer.

## **EDUCATION**

#### **MIAMI DADE COLLEGE**

Wolfson Campus, Miami  
Studied web development and social media marketing.

#### **DALE CARNEGIE**

Sales Course, Miami  
Learned the principles of direct selling.  
Won the sales-talk championship.

#### **UNIVERSITY OF COLORADO**

College of Environmental Design  
Boulder, Colorado  
Studied the problem-solving design process for effective product, architectural and urban design. Built ads part time for the *Boulder Daily Camera*.

#### **MIAMI DADE COLLEGE**

South Campus, Kendall, Florida  
Earned an associate degree in architecture, studying under practicing Miami architects. Edited the opinion pages of the award-winning campus newspaper. Won Sigma Delta Chi journalism scholarships. Elected student body president.

#### **MIAMI PALMETTO SENIOR HIGH**

Pinecrest, Florida  
Managed the award-winning student newspaper and won the American Newspaper Publishers Association Journalism Award for Best Editorial. Worked part time at *The Miami Herald* and was nominated for its Silver Knight award in journalism.

## **PORTFOLIO**

#### **TRAVEL MARKETING**

Artboyz.com/TravelMarketing

#### **TRAVEL PUBLISHING**

Artboyz.com/TravelPublishing

#### **CONSUMER PRODUCTS**

Artboyz.com/ConsumerProducts

#### **TECHNOLOGY**

Artboyz.com/TechnologyMarketing

#### **ISSUE ADVOCACY**

Artboyz.com/IssueAdvocacy

