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# Steven D. Philbrick

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## PROFILE:

Innovative and creative, detail oriented individual with a strong entrepreneurial background and expertise in wayfinding consulting, management, quality control, team building, estimating, sales, marketing and design.

### Employment:

Great American Sign, Signal & Graphics Co. (Divisions: SIGN professionals, SR+ Consulting Group)  
2002 - present: President/CEO - full service sign company, signage consulting firm.

The Sign Company of Tallahassee, Inc.

1996 - 2002: General Manager/COO - full service custom electric sign company

Lamar Outdoor Advertising Co., Inc. of Tallahassee

1994: Regional Account Executive and Lease Coordinator - outdoor advertising company

The Sign Company of Tallahassee, Inc.

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

Great American Sign, Signal & Graphics Co. (Divisions and companies: steve'signs, eco/grafx)

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

1976 - 84: Owner steve'signs, eco/grafx - full service electric and commercial silkscreen sign company

### Responsibilities:

Manage businesses: supervise design, fabrication, estimation, repair/service, marketing and sales departments and personnel; negotiate contracts; develop and implement quality control, advertising, marketing, and staff training and safety programs; supervise, schedule and coordinate staff, vendors and subcontractors, project planning, purchasing, inventory, fabrication, service and installations; design and install CAD/CAM systems and computer networks; install hardware, software and provided support; automate work order, estimating, proposal, billing, sales tax computation and job tracking procedures and software; initiate and oversee quality control and improvement programs; produce designs, engineering drawings, mechanicals and marketing promotions; design, fabricate, repair and maintain production equipment; prepare conceptual, pattern and wiring comps and designs for architectural signage, commercial signs and displays and neon, LED, LCD and fluorescent signs, lighting and sign programs; perform signage surveys for the sign industry and clients.

### Consulting and Additional Employment:

SR+ consulting group - SR+ signage consultants, SR+ design consulting and SR+ CAD/CAM consulting

1977 - present: Owner of SR+ consulting group, a progressive environmental graphics design and CAD/CAM consulting firm that provides complete services to architects, advertising and design agencies, government, private sector end users and sign companies in areas of signage program consulting and CAD/CAM software, hardware and system integration, design software, support, budgets and purchases. Design corporate identity programs, logos, 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. Perform ADA compliance surveys and develop wayfinding and signage programming and plans. Provide HTML / WWW homepage and digital design services for web servers and clients.

Freelance Journalist

1986 - present: Write and edit articles and advertising materials. Design layouts for newspaper, magazines and newsletters. Researched and wrote the 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 Facility 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:**

I was president of Inter-Residence Hall Presidents' Council in college, president of my dormitory and graduated with honors. I developed and implemented training and quality improvement programs for government and private enterprise. I wrote business plans and achieved personal and organizational, sales and marketing goals and objectives using a management by objectives model for myself and others. I assisted clients in CAD/CAM system implementation and advised them in large hardware and software purchases and provided support and installation. As a consultant, I design mall and shopping center signage programs. I develop wayfinding strategies for large buildings and design airport and university Signage Programs. I supervise large projects and write complete specifications for them. As a business manager and owner, I meet deadlines and expectations of a wide range of clients while maintaining good working relationships with customers, employees and professional associations. I am an experienced and competent results oriented team player who knows what is required to set and reach goals and is willing and capable of doing what is necessary to achieve the desired result. Challenges drive me to excel.

## Letter of Introduction

### To Whom It May Concern:

**I am presenting my resume for your consideration. If your organization needs committed vision and drive to assist you in achieving your objectives I would like to arrange a personal interview to explore the possibilities.**

**I am a motivated, knowledgeable and creative team player. I bring with me credibility.**

**Unlike Microsoft I will not ask you where you want to go...**

**I will take you there!**

**Thank you for your time and consideration.**

**Steven D. Philbrick**