

Thomjon Borges

STRATEGIC CONCEPTING ★ CREATIVE PLANNING ★ ART DIRECTION ★ VISUAL DESIGN

4 Beliefs

- 1 A carefully crafted **carrier envelope** is the key component of a mail package. If it doesn't get opened — you lose! *Spend most of your time creating it; it should also be the first thing you should test.*
- 2 Your **reply form** should be able to stand on its own — tell the donor why they should give and making it simple to do so. *If your reply form is hard to read, they may not give.*
- 3 A **buckslip** or **liftnote** will reinforce the main reason why the donor's support is urgently needed. *This can help turn prospects into donors.*
- 4 Your **letter** should contain all the touch-points, presented in an emotion-based story format (with plenty of compelling facts and figures to back them up. *Your letter be as long as it takes to tell your story, but not one word longer!*

2 Reviews

"Thomjon has a keen eye and sharp mind for design and marketing strategy. He has a crafted and executed winning ideas and marketing strategies that take companies to the upper echelons. I am constantly impressed by his ability to ask the right questions that lead us, as his client, to the answers we are looking for."

– JUSTIN STEVENS
MANAGING PARTNER
TRUENORTHERN

"(He is) rare designer who starts every project with hard analytics and deep thought. No Sharpie hits the pad until he's dissects your project like an advanced strategic planner."

– M. TUCKER
OWNER
INTEGRATED MARKETING COMM.

24 Projects

- 1 CARE
- 2 MAP International
- 3 Ronald Reagan Presidential Foundation & Institute
- 4 New England Baptist Hospital
- 5 Food Bank of Contra Costa & Solano
- 6 Paralyzed Veterans of America
- 7 The Nature Conservancy
- 8 Boys & Girls Club of America
- 9 Environmental Defense Fund
- 10 Smithsonian Institute
- 11 American Bible Society
- 12 Feed the Children
- 13 National Wildlife Federation
- 14 Vermont Country Store
- 15 Ten Speed Press
- 16 Pro CD, Inc.
- 17 Heifer Project
- 18 St. Anthony Shrine
- 19 Bee Alive, Inc.
- 20 MetroWest Medical Center
- 21 Betterbee, Inc.
- 22 Netstal Machinery, Inc.
- 23 Nashoba Valley Medical Ctr.
- 24 Anker Publishing Co., Inc.

9 Places

- 1 Resource One. TULSA, OK
- 2 Russ Reid, Inc. WASHINGTON, DC
- 3 Amergent PEABODY, MA
- 4 CreativeOne WESTFORD, MA
- 5 Pro CD DANVERS, MA
- 6 URS/Blume SAN FRANCISCO, CA
- 7 NEBS, Inc. GROTON, MA
- 8 Viking Technologies NEWPORT, RI
- 9 MRC, Inc. MIDDLETOWN, RI

4 Results

- 1 Refocused visual brand of premium-based fundraising program (greeting cards, calendars and address labels) while significantly increasing both RR and ROI.
CREATIVE SUPERVISOR # RUSS REID
- 2 Developed new visual brand for catalog program resulting in 32% increase in sales for 5 years running.
ART DIRECTOR # BETTERBEE, INC.
- 3 Led team that moved product from distant third to market dominance with innovative packaging, coordinated retail traffic building, sales incentives and strong continuity marketing.
CREATIVE DIRECTOR # PRO CD, INC.
- 4 Headed team of 10 creatives in conception/design/production of twenty B2B catalogs targeting the SOHO marketplace.
SENIOR ART DIRECTOR # NEBS, INC.

6 Skills

- 1 Direct Marketing Strategy
- 2 Nonprofit Fundraising
- 3 Catalog Direction
- 4 Identity Programs
- 5 Greeting Card Design
- 6 Packaging Design

9 Awards

- 1 DMA ECHO 2007
- 2 NEDMA Gold 2013, 2006, 2005,
- 3 NEDMA Silver 2013, 2005-1999
- 4 SPA Creative Excellence in Software Packaging 1997, 1995