

ART & CREATIVE DIRECTOR

Summary: Innovative and progress-oriented professional with extensive experience directing marketing and advertising campaigns. Combine creative prowess with strong business acumen to accurately translate objectives and consistently deliver top-quality materials that exceed expectations and achieve outstanding results. Demonstrated strengths in overseeing concurrent projects, collaborating effectively with staff of all levels, and implementing process improvements that save costs and resources. Valued member of leadership teams with solutions-oriented mindset, contagious enthusiasm, and drive for continued success. *Key skills include:*

Campaign Direction • Concept Development • Brand Management • B2B & B2C Marketing
Commercial Photography • Digital & Social Media Strategy • Resource Allocation
Client & Vendor Relations • Staff Training & Leadership • QA/QC • Production Planning

CAREER HIGHLIGHTS

- In partnership with executives and engineering team members, planned and orchestrated installation of materials for 12K sq. ft. orientation event for 4K new hires within \$3B ABC Resort; directed development of all videos, PowerPoint presentations, custom museum gallery/company culture displays, signage, and instructional materials encompassing handbooks, flyers, and other takeaways.
- Worked closely with executive team to create integrated digital campaign with billboards, online ads, and direct marketing pieces for launch of industry's first in-house ABC Medical iClinic tool enabling live video chats with doctors; delivered increased traffic to ABC Company's on-property wellness center.
- Created ABCCompany.com online trade paper in 2000 (still live today) that continues to bring in 96% net profit; grew revenue 55% over the past 6 years alone.
- As Digital Marketing Manager and Producer for ABC Entertainment, Inc., produced 3 independent feature films that achieved profitability and 10-year licensing deals with ABC Video.

PROFESSIONAL EXPERIENCE & ACHIEVEMENTS

ABC Company, City, State

2006 to Present

Creative Services Supervisor (2010 to Present)

Earned promotion to direct creation and production of marketing collateral for leading hotel and winner of the most ABC ten star awards in the world. Oversee brand development and website maintenance, traffic, and user experience for all departments including F&B, casino, and HR. Manage projects from inception to completion encompassing billboards, magazines, brochures, manuals, posters, table tents, and print and digital advertising. Provide commercial photography for PR/advertising projects and high-gloss ABC Magazine. Ensure adherence to quality standards and consistent brand/messaging in all materials. Supervise office clerk and 3 graphic designers.

- Named Manager of the Quarter in 2012.
- Presently leading creative for project with XYZJobs.com to overhaul ABCJobs.com job portal with custom-produced video and database-driven job scrolls; confirm alignment with ABC brand throughout site.
- Recognized for contributing to significant expansion of ABC Company employee recognition program over course of 4 years.
- Key player in redesign of employee intranet site to improve usability; instituted use of Google Analytics to track activity and readership, enabling team to determine effectiveness of communications.
- Researched and recommended new printers that saved ink, paper, and overall print time, resulting in reduced costs, enhanced flexibility, and increased output of materials.

Design & Photography Supervisor (2006 to 2010)

Initially hired to photograph employees for HR department; quickly progressed to oversee design of various internal communications projects. Determined concepts and created content for corporate messaging videos for events as well as ABC employee program. Provided custom photography for PR and advertising initiatives and managed in-house studio operations. Supervised team of graphic designers, serving as a mentor and inspiring innovation. Served as guest speaker at weekly new hire training classes on company culture, standards, and core values. Presided over internal advertising traffic of 20+ billboard locations requiring bi-weekly updates. Advised leadership on optimal tools/processes and strategies for increasing quality, maximizing efficiency, and saving costs.

- Nominated for Employee of the Year award in 2008.
- By filling photography needs in house, saved \$145K+ in one year and eliminated outside photographer fees.

ABC Entertainment, Inc., City, State

1999 to 2006

Digital Marketing Manager

Co-founded and built entertainment production company from the ground up. Established brand/imaging, designed collateral materials, and orchestrated all marketing and advertising efforts (primarily B2B). Monitored budgeting, purchasing, and investment functions. Directed as many as 60 crew members in various productions.

- Secured contract with The ABC Show with John Doe within first 5 months of operation; praised by client for exceptional marketing pieces.
- Maintained ~50 weeks of bookings per year with ABC Company for 4+ years with approximately 23% higher performer pay compared to other shows.
- Developed ABC Company print magazine and electronic newswire to relay industry trends and further drive sales for ABCAuditions.com.

EDUCATION & PROFESSIONAL DEVELOPMENT

BFA, Film & Television Production, State University, City, State
3.5 GPA, Minor in Mathematics

ABC Company Leadership/Management Training Courses, 2008

TECHNICAL SKILLS

Mac OS • Adobe CS (InDesign, Photoshop, Illustrator, Acrobat) • Working Knowledge of HTML & Flash

Facebook Analytics • Google Analytics, AdWords & AdSense • MS Word & Excel • Blogger • FTP