

# JOHN DOE

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Portfolio: [www.johndoeart.com](http://www.johndoeart.com)

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## OBJECTIVE

To bring creativity and broad experience to a company with demanding clients; to work in a collaborative environment that combines innovative concepts with superb execution to produce high-quality finished products.

## WORK HISTORY

### ABC Company - Creative Supervisor

June 2010 - present

- Oversee the creative concepts and production of marketing collateral for ABC Company internal communications, specifically brand development, web site traffic growth, web site UX for partners including hotel, benefits, food & beverage, casino, retail and human resources departments.
- Lead the creative direction and manage the design and implementation of billboards, magazines, brochures, manuals, posters, table tents, and digital advertisements.
- Manage creative projects from concept to completion, translating marketing objectives into creative strategies.
- Lead and direct a team of graphic designers, copy editor, and writer.
- Work directly with executive and senior management to conceive and produce messaging for restaurant launches, outlet openings, employee benefits, enrichment classes and special events.
  - Created integrated ad campaign to launch industry leading in-house ABC Medical *iClinic* video chat with live doctor. Campaign drove traffic to custom-designed, on-property wellness center via billboards, internet advertisements, and direct marketing pieces.
- Set and maintain creative standards and enforce accountability when standards are not met.

### ABC Company – Design and Photography Supervisor

October 2006- June 2010

- Conceptualize and produce corporate messaging videos for management meetings and company events.
  - Conceived and oversaw the installation of 12,000 sq. ft. orientation event including video production, executive powerpoints, museum gallery, signage, and all branding collateral for pre-opening launch of \$3B ABC Resort.
- Manage, plan and execute all custom photography for Public Relations and Advertising projects via in-house product and portrait studio.
  - In one year saved the company more than \$150,000 in outside photographer fees.

- Manage and mentor the creative team/graphic designers while challenging them to be innovative and efficient.
- Lead new hire training class weekly on ABC's company culture, standards and core values.
- Manage internal advertising traffic of more than 20 billboard locations, updated bi-weekly.
- Advise leadership team on improved processes and tools to increase product quality & efficiency and maximize workflow.
- Produce creative material as needed.

**ABC Entertainment, Inc. – Art Director/Producer**

June 1999 – September 2006

- **ABCAuditions.com:** Drove the overall direction of marketing concepts and collateral in both digital and conventional print, including direct mail, paid advertisements and online and mobile marketing platforms. Successfully branded company as the premier source nationwide for the City Name entertainment community. Increased revenue on average by 55% annually, in a five-year period.
- **ABC Newswire:** Publisher of print magazine and electronic newswire which covers business trends and activities in the City Name entertainment industry. Positioned ABC as a key marketing tool for ABCAuditions.com to drive and increase sales.
- **ABC Entertainment Group:** Produced feature films for theatrical and television release in the United States and overseas. Obtained financing, developed budgets and managed the films' productions which included more than 100 cast and crewmembers. Secured distribution with ABC Films and ABC Video, turning profit for both.

**KNOWLEDGE AND SKILLS**

- Top notch relationship skills with internal and external clients, executives and staff
- Effective presentation, writing and oral communications
- Proven leadership and management skills
- Strategic brainstorming and campaign development
- Detail oriented and able to meet strict deadlines
- Advanced computer programs including Adobe Creative Suite

**EDUCATION AND TRAINING**

- **BFA, State University, City, State, 1995,** Major in Film and Television Production
- **ABC Company Leadership Training, 2008,** Management Training Courses
- **ABC Company Manager of the Quarter (2012) and Employee of the Year nominee (2008)**