

Creative Director and Consultant

CAREER OBJECTIVE To be an inspiring and creative leader in the marketing and design arena utilizing my extensive experience, not only as a Creative Director; but also as a Senior Designer in print, Web, corporate/product identity and branding, and developing marketing strategies for those companies and products.

TARGET JOB

Creative Director / Art Director

To work in a highly creative and energetic environment for a company of any size or age, and be allowed to use my extensive experience in the design and marketing arena to lead in that company's continuing growth.

TARGET COMPANY

I would like to work for an innovative, leading-edge company that promotes trend-setting design, and keeps up with the latest technologies. A company that promotes from within, nurtures its people, treating them with respect and acknowledgment, would be ideal. I would like to work with a group of people who are dedicated, honorable, creative, and above all, work well as a team. In my experience, a company that recognizes that its employees are its most valuable asset is a company that not only will succeed, but will flourish.

SYNOPSIS

I am a highly experienced and well-rounded graphic designer at the director level, with well over ten years experience in all aspects of print, Web design and development on the graphic and programming level, marketing, and management. I pride myself in keeping up with the latest technology and trends, and enjoy working with a variety of people in all aspects of the creative field.

KEY SKILLS

- Ability to recognize individual talent among staff – knowing their strengths and potential – and how to use that talent to best serve themselves, the group, the company, and ultimately, the client.
- Proven record of successful business partnerships and relationships, as well as excellent hiring and management skills.

*Experience:***MUDBUG INFORMATION SYSTEMS, Inc.****Senior Creative Director / Creative Director****December 1999 - Present**

Managed creative department, as well as programmers, administrators, and staff of a \$750,000.00+ per year Web development company. As Senior Designer, was responsible for design and production of all print and Web media – both internal and client-side – and directing “look and feel” of all Web projects. Worked closely with clients’ marketing personnel, as well as I.T. departments to assure clients’ visions were implemented, both visually and technologically. Serviced a variety of clients anywhere from Fortune 100 companies to small, local firms.

- Took company from a two person to over twelve person company in less than one year.
- Integral in the growth from \$125,000.00 to \$750,000.00 annual revenue in one year’s time.
- Designed, wrote, and implemented “interview” process for potential and existing clients in order to gain a better understanding of job / project scope. Alleviated project creep possibilities, ultimately saving time and money by mapping out project before its start. Aided in assigning jobs to employees, and better prediction of project due date and cost.

CREATIVE SOLUTIONS CONSULTANT**Self Employed****1993 - Present****GREYHOUND TRAVEL SERVICES****Creative Consultant / Graphic Design****February 2003 - Present**

Worked closely with Marketing Director for this subsidiary of Greyhound to develop a new portal site to fill a gap in the travel market for an all-inclusive travel portal that would include ground transportation and charters.

- Created look and feel to best represent Greyhound’s corporate philosophy of “customer care.”
- Integral in the creation of the Web architecture, navigation, and, ultimately, the services that this site would offer.
- Took the director’s original vision to the next level by incorporating a flowing design throughout the site for consistency and familiarity, so that the end-user would want to use the site for all of their travel needs.

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MANGRUM PUBLISHING**Creative Consultant / Creative Director****January 2002 - Present**

Responsible for the design, layout, and production of two 4-color yearly publications, *Weddings Magazine* and *Premier Baby Magazine*, as well as their respective Web sites. Integral in creating a visual aesthetic as well as a corporate strategy so that, ultimately, these publications could be sold as franchises in national markets.

- Created overall “look and feel,” from final size, ad sizes, layout, editorial, and a majority of the advertising for both of these high-end publications. Both publications serve the Research Triangle Park area of North Carolina, exclusively.

SPONSOR ONE**Creative Consultant / Creative Director****May 2002 - Present**

Primary Designer and Creative Consultant for “The Southern Comfort Cocktail Tour.”

- Created logo and branding for this New Orleans walking tour.
- Designed and produced all printed material, including tour identity, advertising, media kit, and interactive media.
- Continue to be an integral part of the marketing process to assure the continued success of this venture.

PREMIER BRIDE MAGAZINE**Creative Director (Three national markets)****July 1998 – January 2002**

Premier Bride Magazine is a franchise publication with magazines in major national markets. Although the publisher provided content and photos, the creative directors in each market had the freedom to design major portions of each issue.

- Designed and produced a majority of the advertising for each market.
- Re-designed the templated articles to fit more comfortably with in each market’s demographic needs.

WVUE FOX 8 Television**Designer for Promotions Department****January 1998 – November 2002**

Was responsible for creating the design and written word for this New Orleans FOX affiliate’s Promotions Department.

- Designed and wrote copy for print ads for both local news programs and national network programming during sweeps every quarter-year.
- Designed and wrote copy for Point of Purchase promotions for print, which included having to negotiate

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between FOX and other national promoters, including Dodge, The New Orleans Saints, NASCAR, Jack Daniel's, Coca-Cola, and Southern Comfort.

- Designed and implemented custom presentations for Point of Purchase printed material to fit within certain guidelines of retail spaces, such as shelving, countertops, and front windows.
- Was responsible for the design and implementation of the annually-produced FOX 8 Hurricane Tracking Map, a 4-color glossy fold-out dedicated to the preparation for and tracking of storms during the hurricane season in the New Orleans Metropolitan and Mississippi Gulf Coast areas. Sponsors included local businesses, as well as nationally-recognized companies with local distribution in the New Orleans-Southeast Louisiana and Mississippi Gulf Coast regions.

Other projects included:

- Annual Breast Cancer Awareness brochure / public service publication with sponsorship by FOX 8 and Ochsner Health Clinic.
- Quarterly Job Fair sponsored by FOX 8 and other professional organizations.
- Quarterly Technology Fair sponsored by FOX 8 and other professional organizations.

PONTALBA PUBLISHING, LLC

Creative Director

October 1995 – June 1998

Was start up publisher located in New Orleans, Louisiana, with authors from around the country. Designed multi-award-winning titles and a national presence was established because of those awards. Pontalba published a variety of books, ranging from 4-color "coffee table" books to soft-cover self-help titles.

- Designed concept of business identity, including business logo and imprint logos.
- Designed covers and insides of both hardcover and softcover novels and self-help books. Hardcovers required jacket design, as well as selection of cover color and imprint foil.
- Negotiated with printers for prices and deadlines.
- Oversaw production of book from beginning to pre-press and printing of books.
- Oversaw and designed all marketing materials for the company, as well as for each title produced by Pontalba. Included bookmarks, posters, postcards, press releases, and magazine / newspaper advertising.

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WNOL WB 38 Television**Designer for Promotions Department****March 1994 - November 1998**

Created the design and copy for this New Orleans WB-affiliate Promotions Department.

- Designed and wrote copy for print ads for national network programming during sweeps every quarter-year.
- Designed and wrote copy for Point of Purchase promotions for print, and negotiated between WNOL and other national promoters including Carnival Cruise Lines, Pepsi, Coca-Cola, New Orleans Original Daiquiris, and Domino's Pizza.
- Designed and implemented custom presentations for Point of Purchase printed material to fit within certain guidelines of retail spaces, such as shelving, countertops, and front windows.
- Was also responsible for the design and implementation a marketing package involving newly-created shows for the WB Network, and promoting them in the WNOL viewing area. These shows were dramas, sitcoms, and reality TV shows.

CAST & CREW MAGAZINE**Creative Director****July 1993 - January 1996**

Cast & Crew Magazine was a quarterly publication dedicated to the Louisiana film and video business. Dealt with both the Louisiana film maker and the business of film making. It was a 4-color, 120-140 page magazine with editorial content, advertising, and classified directory listings.

- Responsible for the redesign and production of this publication, as well as the design of a majority of the ads.
- Negotiated with printer and film house for the over-all production of the magazine.
- Worked with writers, editors, designers, and advertisers on a daily basis in order to keep the magazine within deadline, budget, and design specifications.

Other Clients include:

- New Orleans Center for the Creative Arts (N.O.C.C.A.) - *Special Promotion Projects*
- OffBeat Publications, New Orleans - *Special Publications*
- Sprint PCS - *Promotional Materials for the New Orleans Jazz & Heritage Festival*
- Restaurant Identity & Branding including logo & menu design - *A multitude of New Orleans restaurants*
- CD Jacket and imprint design - *A multitude of Louisiana and national artists*