

Objective

Advertising executive with creative eye for design, keen mind for business, and expert hand in today's technology seeks director-level position in a high-tech environment.

Skills Summary

- **Business Management** – Twenty year's of business-to-business advertising and design experience in positions of increasing responsibility, accountability, and profitability. Broad knowledge of heavy industry, light manufacturing, and healthcare firms. Entrepreneurial spirit with a competitive intelligence. Flair for new business development; proven closer. Controlled budgets in excess of \$20M.
- **Project Management** – Stellar track record in managing multiple design and advertising projects from conception to completion, within cost and schedule in deadline intensive environments. Administered major corporate accounts. Managed teams of design and production professionals including designers, copy editors, proofreaders, and production artists.
- **Design & Production** – Ability to generate strong, strategy-based concepts in all facets of business design, including logos, corporate identities, collateral, and advertising campaigns, both print and online.
- **Technology** – Current grasp of emerging technologies and trends. Expert in web-based advertising, website development, and relational database design for both web and internal processes. Authority in Macintosh networked environments—managed agency's network of 30+ workstations.
- **Platforms/Software** – Adept in both Macintosh and Windows. Proficient in Quark, PageMaker, Illustrator, FreeHand, PhotoShop, ImageReady, FileMaker, Dreamweaver/GoLivePro, Flash, Acrobat, Outlook, Word, Excel, and PowerPoint.
- **Communications** – Sharp written and oral communications skills; excel in persuasive client presentations.
- **Personal** – Committed to excellence; effective mentor; enthusiastic motivator.

Professional Experience

TMP Worldwide/GTR Advertising

Creative Director, Network Administrator, & Web Development Overseer 1996-2001
Managed staff, redesigned website, piloted new product. Developed online and internal processes to advance efficiencies. Increased billings by 40% and web page views by 300%. Maintained, troubleshot, and upgraded 30-station network.

Rose Advertising

Senior Design Director 1993-1996
Developed and directed design, illustration, production, and new business development. Implemented Macintosh network and scanning system. Analyzed need, evaluated solutions, and authored quoting/billing database.

Rubber Duck Design/EPIC

Entrepreneur 1990-1993
Established successful design firm servicing business-to-business clients. Established offshoot business offering high-resolution output and color print services. Developed partnership, then sold interest to partners.

Blake Advertising

Senior Art Director 1983-1990
Directed design department of seven account executives. Implemented first Macintosh agency in metro area resulting in savings of \$25M in typesetting costs the first year. Reorganized and upgraded creative services and products.

Pitt Studios

Designer 1980-1983
Promoted twice in 18 months; developed presentation skills and participated in new business development.

Education

Cooper School of Art, *Graduated near top of class in Communication Design* 1980