

## SUMMARY

Ambitious, results oriented artist with over 15 years experience in management, creative advertising, and design.

## EDUCATION

**Bachelors Degree in Graphic Design**  
West Texas A&M University

## WORK EXPERIENCE

### **Anderson Merchandisers**

April 1999 - Current

#### Senior Art Director

##### Responsibilities:

- Lead strategy-focused brainstorm, with aim of directing staff to produce digitally driven ideas with relevance to intended target audiences.
- Participates in and contributes to the new business activities of the agency, as required.
- Works closely with account services as a liaison to the creative department, helping the creative department sell their best marketing solutions to account directors and the client.
- Assist account teams to work effectively and in the best interests of client(s) maximizing the companies strategic resources to enhance client services.
- Sells creative internally or to clients at the EVP or account director's request.
- Makes recommendations to the EVP, Strategic Planning for creative positions and freelance services.
- Leads certain creative projects and team members with a hands-on supervisory approach while facilitating a collaborative team environment.
- Ensures budgets, deadlines, etc. are complete, accurate and followed.
- Provides clear/objective critiques of creative work during development.
- Remains current and communicates industry trends and techniques.

Companies worked with include, but not limited to:

Walmart, Best Buy, Apple, Sony, Vizio, Essence, Canon, P&G, T-Mobile, Frito-Lay, Post, and Pfizer.

##### ROI:

- Creative lead for Apple RFP which resulted in \$20,000,000 deal.
- Procured new printing vendor for Walmart security shroud program resulting in an annual savings of \$2,000,000.

### **Great Western Directories**

April 1994 - April 1999

#### Creative Director

##### Responsibilities:

- Managed department of 30 graphic designers in the production of 25 telephone directories which were distributed in 3 states. (California, Texas, and Oklahoma)
- Facilitated the delivery of all files to printing and film vendors. Oversaw blue-line approval for all books.
- Liaised daily with customers and sales team on advertisement revisions and approvals.

## KEY SKILLS

- **Print:** Adobe Creative Suite (InDesign, Illustrator, PhotoShop)
- **Motion:** AfterEffects, Cinema 4D and Final Cut
- **Web:** WordPress
- **Presentation:** Keynote, Powerpoint
- Deadline-driven, comfortable with high-resolution retouching, finishing and very fast paced daily deadlines. The ability to create original work and also produce advertising based on supplied materials.