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Experience

Ivie & Associates, Creative Director

January 2013 – April 2014

While working at Ivie & Associates I managed an on site team at United Stationers. I had a team of 3 designers, 2 art directors, 2 copywriters, and 2 production artists that reported to me and was responsible for managing on a daily basis. United Stationers is one of the largest wholesale manufacturers and distributors or wholesale office, break room, and janitorial supply products in the United States. United Stationers is a \$5 billion company and is the supplier for big box brands such as Quill, Office Max, Office Depot, Staples, Costco, Sam's, and WalMart to name a few. They also support 6,000 independent dealers nationwide with access to over 48,000 skus across all channels and categories. This support does not only include inventory and distribution, but also a 360 degree approach of marketing support to the big box and small independent dealers alike. Some of the items my team supported to these companies were, but not limited to:

Large volume catalogs (100-1,000 pages)

Flyers (4-36 pages)

Banner ads

Microsites (design, UX, copywriting, & programming)

Full e-commerce websites (design, UX, copywriting, & programming)

Full branding and re-branding campaigns (logo, messaging, value proposition, elevator pitch, fonts, colors, usage of brand, tone, and style)

Direct Mail (postcards, mailers, kits, posters, flyers)

Advertising campaigns (Print, radio, online, outdoor)

Social Media campaigns (Facebook, twitter, pinterest, and YouTube)

Photography (lifestyle and still-life)

POS, POP, and Trade Show booth and display visuals

PowerPoint, video, and multimedia presentations

Elton Designs, Principal/Creative Director

December 1999-January 2013

Graphic Design Studio owner with an emphasis in creating visual solutions for the top Public Relations agencies in Chicago and the U.S., including Weber Shandwick, Edelman, MS&L, Olson, and many more. This included working with brands such as got milk?, Campbell's, Unilever brands, Kraft & Nabisco Brands, Genentech, Pfizer, Miller Beer, Absolut, and other fortune 500 brands.

- Developed and won many new business efforts for Weber Shandwick, Edelman and Olson (Suave, Burger King, Gatorade)
- Creation of many successful campaigns to promote new products, existing products, company anniversaries. Some of the most successful projects and programs included:
 - 75th Anniversary of V8
 - 100th Anniversary of Planters
 - Degree for Men Adrenaline Series
 - DiGiorno Pizza & Breadsticks
- Development of microsites to promote programs, new products, initiatives, and milestones for brands such as Oreo, Gatorade, got milk?, and many more. Exceeding expectations for the client by averaging a 125% goal of impressions for combined efforts across all clients.

J. Walter Thompson, Art Director

April 1998 – October 1999

Worked as and Art Director for the Specialized communications division of J. Walter Thompson Advertising Agency. Clients included Verizon, McKinsey & Company, Avis, etc. Responsibilities included but not limited to:

- Creation of web sites, logos, advertising campaigns, flash animation
- Worked with copywriters, programmers, production department and account managers to collaborate on projects
- Worked directly with client and included in client meetings, presentations, and project leadership and management

Skills & Expertise

Adobe Creative Suite (all included programs)
HTML Programming
PHP Programming
MySQL
Javascript
Joomla (creation and implementation)
Drupal (creation and implementation)
Wordpress (creation and implementation)
Flash Animation

QuarkXPress
Microsoft Word
Microsoft Excel
Microsoft Entourage & Outlook
Video Editing
Audio Editing
Facebook Applications
Twitter

Education

Syracuse University, 1992-1996, BS, Public Relations
Syracuse University, 1996-1997, MA, Advertising