

Contract Art Director

ROBERT SMITH

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Objective

Gansert Design is graphic design, art direction and marketing for companies offering B2B and B2C products and services that has evolved throughout the years, along with the industry. With strategic marketing, brainstorming and planning to creating visual communication through branding, direct mail, brochures, infographics, packaging, catalogs, POP, corporate collateral, advertising, trade shows, photography and web.

Skills

Art Director, Graphic Design, Marketing Strategy, Expert Adobe CC, Photography.

Work Experience

Contract Art Director

ABC Corporation - 2006 - 2011

- Art directed all marketing collateral from strategic brainstorming to campaign development to creative execution for all print, product packaging, email and web.
- Hired, directed and oversaw creative team of designers, freelancers, writers and outside vendors that resulted in efficient project development.
- Strengthened brand recognition with art directing new product photography, brand design and color usage.
- Oversaw branding guidelines for current trademark regulations and photo usage for outside media requests.
- Worked directly with Sales, Accounting and Production to discuss strategies, marketing needs and timelines.
- Mentored and coached team members through project development and performance management.
- Developed and communicated industry-leading creative concepts that were consistent with the brand.

Art Director

ABC Corporation - 2003 - 2006

- Art director for collateral print materials
- Managed projects for multiple lines of business
- Responsible for presenting concepts in corporate environment
- In charge of art direction for the Hartford Agent for two years this included art direction of photography, illustration, and print layout of entire publication
- Achievements Gold Award for Hartford Fire International Neenah Paper Co 1989
- Multiple Industry awards for collateral materials
- Highest industry award for Hartford Agent 1990.

Education

