Senior Art Director/Executive

ROBERT SMITH

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Objective

Experienced Art Director print media from conception through printing and shipping. Throughout have increased industry and consumer awareness of the product changes for both revenues and profits. In working directly with sales, marketing, production, printing and purchasing, departments.

Skills

Art Direction, Graphic Design, Illustration, Print, Broadcast, Digital.

Work Experience

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ABC Corporation - February 1999 – June 2011

- Managed production staff with regards to schedules and programming.
- Designed and managed the work on various magazine and book titles, collaborating with editors to determine story needs.
- Managed art budgets for freelance designers, photography, editorial, and set design.
- Meeting with board members monthly about new technologies, compatibility issues, software standards, and future needs.
- Notable magazine titles agriculture.com, Simply Handmade and Crafts for Kids.
- Attend meetings with senior marketing executives to present wall graphics.
- Delegate workflow to art director, outside vendors, and assist with any issues.

Senior Art Director/Executive

ABC Corporation - 1995 – 1999

- BERWYN, PA 2003 - 2011 Regional advertising agency serving fortune 500 companies.
- Campaigns have focused on marketing and advertising for print, online, and direct mail.
- Senior Art Director Designed arresting collateral, print ads, brand campaigns, direct mail, and email blasts for Subaru, GMAC Mortgage, Mutual of Omaha, ING Direct, U.S.
- Bank, and Green Tree Mortgage.
- Notable Mentions Award-winning creative that helped grow the client base and expand the agency.
- 8-year client relationship of providing clean and classic design and organized, comprehensive art files that consistently received praise by printers and programmers.
- 1 Design.

Education

BS