

ROBERT SMITH

Senior Art Director/Representative

Phone: (0123)-456-789 | Email: info@qwikresume.com | Website: Qwikresume.com

SUMMARY

Dedicated and focused professional that has experience working with equipment maintenance and team supervision that has management and manufacturing experience. Strong customer service skills and satisfaction to deliver a great customer experience.

CORE COMPETENCIES

After Effects, Dreamweaver, Edge, Illustrator, InDesign, Photoshop, Premiere Wireframe/Prototype.

PROFESSIONAL EXPERIENCE

Senior Art Director/Representative

ABC Corporation - December 2011 – March 2015

Key Deliverables:

- Provided design, packaging, print ads, direct mail and interactive materials for corporate clients.
- Executed marketing strategies and plans that define a brand, build awareness and drive consumption of a company's products or services.
- Oversee the operations of the design team clients to ensure all creative projects support the overall business strategy.
- Provided creative leadership while ensuring the quality of concepts, copy and documentation for assignments, campaigns and initiatives are on target.
- Strategize and managed relationships with external departments as required.
- Monitored team activity to ensure timely delivery of products and services for assignments.
- Implemented and facilitated a creative atmosphere throughout the department, resulting in increasing morale.

Senior Art Director/Representative

ABC Corporation - December 1999 – September 2003

Key Deliverables:

- Created and presented concepts for branding and identity, new business and sales materials, and promotions to senior management.
- Designed compelling printed marketing, promotional, and event materials, including brochures, advertisements, catalogs, packaging, identity systems, direct mail, and tradeshow environments.
- Designed and coded digital solutions for capabilities and event videos, presentations, HTML email, web graphics, and websites.
- Managed budget, deliverables, and timeframe of projects from inception through completion.

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- Created job specifications and pricing comparisons, contract the services of vendors, purchase printing, and issue final approval of proofs.
- Designed and managed fabrication of large scale graphics such as photo murals, banners, posters, and displays for trade shows, conferences, and client events.
- Managed junior designers, marketing coordinators, interns, and freelance staff.

EDUCATION

BS

