

# John C Clisham

La Crescenta-Montrose, CA - Email me on Indeed: [indeed.com/r/John-C-Clisham/e374d0fdf2164b19](https://www.indeed.com/r/John-C-Clisham/e374d0fdf2164b19)

Authorized to work in the US for any employer

## WORK EXPERIENCE

### **Creative Director**

LiteGear, Inc - Burbank, CA - January 2015 to Present

Create, Design, Direct, Implement.

Responsible for all aspects of corporate branding including advertising, packaging, web and e-commerce. Design and execute advertising campaigns, logo design, product and packaging design, marketing material, web and e-commerce sites for domestic and international sales. Promote the growth of a global business presence showcasing LiteGear's corporate identity, assuring product growth and goals are achieved. Goals include innovative ideas and future initiatives for organizational success in reaching new markets and customers.

Responsibilities:

#### Branding

- Design and update company branding.
- Design and update product branding.
- Develop, design and implement corporate logo and graphic design.
- Formalize graphics for use by 3rd party.
- Trade show product display graphics and signage.
- In-House product display graphics and signage.
- Develop promotional pieces.

#### Packaging

- Develop, design and implement Point-of-Purchase product packaging.
- Develop, design and implement packaging for shipping.

#### Advertising

- Create product/branding print ads, arrange ad insertion.
- Create product/branding on-line ads, arrange ad insertion.
- Create product/branding mobile platform ads, arrange ad insertion.
- Develop, implement, and manage the company's advertising strategy.
- Initiate and manage discussions of advertising with departments.

#### Print

- Develop, design and implement product catalogs and brochures.
- Develop, design and implement product data sheets.
- Develop, design and implement product user guides and handbooks.
- Design and update product branding including decals/stickers

#### Online

- Webmaster for both company website and e-commerce site
- Develop, design and implement corporate website.
- Develop, design and maintain company webstore.
- Integrate Quickbooks and FileMaker into website/webstore
- Facilitate e-commerce growth through online sales and promotions.
- Develop, design and execute company email newsletter.
- Manage updates and security.

- Integrate social media into company website.

#### Video/Photography

- Storyboard, edit and assemble product "how-to" videos.
- Manage on-line video assets.
- Integrate graphics and effects into videos.
- Direct and/or photograph products.

### **Director of Corporate Media/Art Director**

Mole-Richardson Company - Hollywood, CA - July 1998 to December 2014

#### Responsibilities

- Fulfill implementation of the marketing, sales and publicity plans promoting all Mole-Richardson products and divisions.
- Develop, monitor, and maintain corporate One-Company graphic standards, demonstrating creative ways of improving those standards. Provide leadership and direction on the development of all marketing material.
- Manage the design of art, photo, and layout on-line and printed material whether in-house or on a contract basis.
- Administer departmental budget. Prioritize project activities, determine project flow and prepare cost/benefit analyses for senior management.
- Authorizes projects, materials and equipment.

#### Accomplishments

- Develop corporate and product branding.
- Serve as a liaison with all departments in creating marketing pieces.
- Develop, implement, and manage the company's advertising strategy.
- Initiate and manage discussions of advertising with all departments.
- Responsible for the quality and overall supervision of the creative group that provides in house and contracted graphic design resources for all promotional material.
- Visually communicate the product or service in a manner that will appeal to the target audience.
- Direct day-to-day design studio activities, administer the budget, and oversee plans for the design groups future including equipment, staffing, and department strategy/goals.
- Negotiate agreements with outside vendors and contractors of design and electronic production material.
- Manage the development of sales materials and media.
- Lead and direct the work of others with associated projects.

#### Additional Accomplishments

- Develop promotional pieces.
- Direct designers and creative input, while maintaining deadlines.
- Maintain relationships with advertising representatives.
- Update and maintain websites.
- Maintain budget schedule.
- Manage relationships with divisions and groups.
- Respond to and track customer requests regarding promotional pieces.
- Oversee direct mail pieces.
- Develop/expand upon presentation of retail stores.
- Develop/expand upon additional corporate identities (vehicles).
- Assist in expanding the domestic and international presence.
- Assist in researching markets for new products.
- Assist in expanding markets for existing products.
- Assist in the coordination of trade shows and special activities.

#### Technical Skills

- Excellent knowledge of Apple Macintosh systems and networks including file servers; Xerox, Fiery, CREO and Splash print servers; monitors; digitizing tablets; slide and flatbed scanners; dye sublimation, inkjet and laser printers; removable, network and DAT drives; ethernet and wireless networking including hubs, switches and routers. Installation of video and processor boards, RAM, FPU's hard drives along with other internal elements.
- Web skills include HTML, Wordpress, Volusion e-commerce, Flash
- Other Hardware skills includes: Windows computers; digital and film cameras (medium format and 35mm); color and black/white film and paper processing.
- Software Skills include: Mac OS X, IOS; Windows, Photoshop, Illustrator, InDesign, Dreamweaver, Flash, Fireworks, QuarkXPress, After Effects, Acrobat, BBEdit, Fetch, Word, Excel, Powerpoint plus numerous other support programs/applications.

#### EDUCATION

##### **BFA in Graphic Design**

University of Bridgeport - Bridgeport, CT

#### SKILLS

Illustrator (10+ years), Photoshop (10+ years), Indesign (10+ years), Quark (10+ years), Dreamweaver (10+ years), After Effects (2 years)

#### ADDITIONAL INFORMATION

##### Continuing Education Classes

Glendale Community College - Web Graphic Design

Glendale Community College - Dreamweaver

Glendale Community College - Flash

The Learning Tree - Photoshop

The Adobe Annex - After Effects