

PROFILE

Highly motivated creative with natural artistic ability and technical aptitude. A conceptual thinker with experience providing art direction and creative direction for broadcast, digital and print. Experienced at conceptualizing interior design for offices, staging trade shows and planning special events. Intimate knowledge of production print, offset printing and large format printing. Extremely dependable, possessing a positive, confident personality blended with a strong work ethic.

CERTIFICATIONS

EFI Fiery Professional
Canon Production Print

CORE COMPETENCIES

Leadership
Teamwork
Branding
Strategic Development
Technical Instruction
Customer Service
Relationship Building

SOFTWARE SKILLS

Adobe Creative Suite
WorkFront
Final Cut Pro
Procreate
Command Workstation
MailChimp
Microsoft Word/PowerPoint

EDUCATION

Virginia Commonwealth University
1998

CONTACT

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RECENT EXPERIENCE

SENIOR ART DIRECTOR CAPITAL ONE, RICHMOND, VA

October 2021 - present

- Partners with Creative Director to deliver direct mail marketing that generates significant lift
- Creative leader amongst team of Art Directors, Graphic Designers, and Copywriters
- Attends creative reviews and provides thoughtful, direct feedback on internal team and agency projects
- Leads and develops conceptual exploratory work
- Uses evidence and data to ground creative decisions
- Translates business intent into creative strategies and executions that market products effectively
- Presents and influences with a convincing and inspiring style to increase buy-in
- Mentors and builds expertise in art direction or copy writing with your peers, and team members

CREATIVE DIRECTOR / PRINCIPAL BLISS - RICHMOND, VA

March 2018 - October 2021

- Finding new business opportunities
- Consulting
- Developed creative strategies for clients
- Art direction for print, web and broadcast
- Provided copy writing support

DIRECTOR OF MARKETING (CREATIVE) COBB TECHNOLOGIES - RICHMOND, VA

November 2012 - January 2018

- Redesigned company identity, improving market and employee perception
- Provided art direction for print, digital, web, out of home and broadcast opportunities
- Developed integrated marketing campaigns promoting special events and product training seminars
- Created vehicle wrap design for 36 service vans, raising brand awareness
- Art Director & Storyboard Artist, Broadcast TV Spots on NBC 12 and the CW and Inaugural video
- Managed, provided art direction and design on new or renovated office construction working with Architects, builders and contractors
- Assisted in building foundation for Imprint, Cobb's non-profit initiative (logo, website and marketing collateral)
- Co-developed a customized SIPOE (student internship program of excellence) mentoring college interns focused on careers in marketing and design

PRODUCTION PRINT GRAPHICS ANALYST COBB TECHNOLOGIES - RICHMOND, VA

January 2011 - November 2012

- Integral member of newly established Production Print team
- Provided pre-sales analysis and post sales training resulting in nearly \$1 million in hardware and software sales
- Concepted and designed Production Print related advertisements in print and digital
- Created customized training tutorials
- Implemented Color Management standards for clients ensuring color printing standards were consistent across multiple branches

DEREK CREATIVE FREELANCE ART DIRECTOR

November 2009 - November 2011

Provided creative services focusing on assisting individuals, small businesses and non-profits achieve profitability. Including logo design, web design, advertising and appeal campaigns for non-profit organizations. Provided art instruction to pre-teens and teens through the Jefferson-Madison Regional Libraries.