



TAILORED CAREER SOLUTIONS

JOHN DOE

marketing creative director

Your Town, CT

(203) 555-5555 cell

www.linkedin.com/in/johndoe

john@doe.com

PROFILE

I'm an experienced and highly organized creative director for print or web marketing who can take an organization's design, copywriting, and production processes to the next level of innovation, efficiency, and profitability. A creative process manager with experience in publishing, marketing and branding, I have the skills that enable me to create or revitalize a company's corporate brand aligning its image with its mission and values. My techniques improve customer perceptions, employee loyalty, and shareholder value. In addition, I'm able to re-engineer the creative workflow within a company publishing on paper or the web, dramatically improving its editorial, design, and production processes. I bring entrepreneurial enthusiasm to managing each job, creating flexible, responsive teams that get measurable results.

EXPERT LEVEL SKILLS

- Art direction for print or web marketing
- Book and editorial design
- Brand management
- Color management
- Corporate image management
- Creative project management
- Creative workflow analysis and improvement
- Digital asset management
- Digital pre-press
- Graphic design and typography
- Information design
- Interaction and interface design
- Marketing program design
- On-press printing supervision
- Production supervision
- Trade show booth design

CAREER HIGHLIGHTS

- Art directed eighty new illustrated art, architecture, and photography books each year since 2005 leading to four 2015 New York Book Show awards, one AIGA 50 Books | 50 Covers award and one New York Times bestseller
- Supervised the successful re-branding of \$100m Mercator Software, Inc.
- Founded a marketing communications and graphic design firm
- Organized and directed in-house creative services agency for all Random House Trade division imprints

TARGETS :: MUSEUMS | PUBLISHING | BRANDING | MARKETING DESIGN

American Museum of Natural History
Barnes & Noble, Inc.
Frog Design
G2 Direct & Digital
Interbrand
John Wiley & Sons, Inc.
Museum of Modern Art

Penguin Group (USA)
Random House
Rodale Press
Scholastic, Inc.
Simon & Schuster
Sterling Publishing
Oxford University Press

The Hearst Corporation
The Thomson Corporation
W.W. Norton & Company
Wenner Media
Workman Publishing
Ziff-Davis Media

WHAT I AM OFFERING THE GROUP ::

Sharing my network contacts

Consultation for Web Design

Microsoft Word Expertise