



Creative Director + Art Director + Producer

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2846 Burries Road, Delafield, WI 53029

A design-trained Creative Director, Art Director & Producer with a wide range of B2B and B2C experience on both the agency and client sides. With 18+ years of experience, my work combines attention-grabbing advertising executions that are strategically grounded and deliver fresh concepts that produce positive, measurable results.

Specialties:

Concepting, design/art direction, creative direction, staff management, strategic campaign development. Expertise in a broad range of areas from financial services and insurance, to real estate development and tourism. Mediums include print, TV, radio, mobile, collateral, events+tradeshows, direct marketing, out of home, e-marketing, interactive + emerging technologies. Intimate knowledge of print+production techniques.

Professional Experience

Creative Director

The Roberts Group, Waukesha, WI 5/11 - Present

Executive level manager, and a key member of the agency leadership team. Engage directly with existing and prospective local and national B2B and B2C clients. Responsible for agency-wide creative and strategy development, creative and traffic/production staff recruitment and management, and creation of all advertising elements.

Creative Director

DMC Advertising, Pewaukee, WI 2/98 - 5/11

Senior level manager, and a key member of the agency leadership team. Partner with a wide assortment of local, national, and international clients. Responsible for agency-wide creative and strategic planning, staff recruitment and management, and creation of all advertising elements.

Group Art Director (WI + KS)

Alterra, Brookfield, WI + Wichita, KS 4/97 - 2/98

Managed design staff in Wisconsin and Kansas. Responsible for creative and print production.

Creative Manager

City Media/Milwaukee Business Journal, Milwaukee, WI 4/94 - 4/97

Creative direction, design, retouching, copywriting and print production.

Art Director

Gallimore & Zimmerman, Sheboygan, WI 12/94 - 7/95 (Employed concurrent with City Media)

Creative concepting, art direction, and video production.

Graphic Designer/Art Director

Mac & Murray, Portland, OR 5/94 - 12/94

Art direction, graphic design and copywriting.

Clients

Miller Brewing, Kohler Company, Bemis, Northwestern Mutual, Delta Dental, The Milwaukee Bucks, Hormel Foods, Potawatomi Bingo Casino, Rexnord, Hilton Hotels, Associated Bank, American Family Insurance, WE Energies, Metavante, Zoological Society of Milwaukee, California Closets, YWCA, Association of Equipment Manufacturers, Marquette University, Harley Owners Group, Boy Scouts of America, MSOE, Froedtert Hospital, St. Francis Medical Center and others.

Awards

American Marketing Association***
Business Marketing Association
Business Marketing Association International (Pro-Comm)
Chicago Association of Direct Marketing***
Communicator
Milwaukee Advertising Club
National DDPA***
University Admissions Advertising
Wisconsin Direct Marketing Association

***Indicates Best in Show

Education

Bachelor of Science - University of Wisconsin-Oshkosh, 1993. Ad/PR; Graphic Design & History.
Sigma Pi Epsilon (Gamma Mu Chapter)

References

Margaret Snyder, Principal, Smudged Ink 262 366 4117
Dan Bishop, Principal, Digital Skylab 414 688 9756
Judson Luke, Vice President, Lepoidevin Marketing 414 534 1787
Craig Roberts, Director New Business Development, CCI/Coakley Tech 262 695 1388