

The Evolution of Creative Marketing Man



1989 - 1991

- Wrote copy for advertising and was responsible for ad placement
- Wrote for and edited sections of a weekly newspaper
- Earned a Bachelor of Arts degree in English with emphases in creative and professional writing



1992 - 1997

- Trained employees in the use of agency systems and software
- Maintained legality for all agency software
- Budgeted and purchased software for main and regional offices
- Established guidelines for agency online presentations
- Designed templates for electronic forms
- Created presentation graphics and in-house displays
- Produced and maintained company intranet and client web sites



1998 - 2003

- Produced visual concepts and design
- Developed multimedia projects
- Responsible for pre-press process setup, quality check, and follow-through
- Created and maintained vendor relationships
- Educated in-house clients in use of company brand identity
- Recreated documents to reflect new brand strategy



2004 - 2007

- Worked closely with business owners to develop marketing strategies and plans
- Acted as brand manager
- Directed ad agency, freelance artists, and developers
- Art directed special events and trade shows
- Led creative services team
- Provided creative direction for entire corporation
- Managed designers, video producers, and freelance artists to complete company creative projects
- Created and maintained vendor relationships



2008 - Today

- Originate creative strategy and lead execution of creative road map for clients
- Develop ad and media plans
- Metric collection and analysis
- Creative services team lead
- Provide marketing expertise and advice
- Produce visual concepts and design
- Write copy and edit online content
- Develop and design websites
- Set-up content management systems
- Search engine management and optimization