

OBJECTIVES

- To contribute my extensive experience, knowledge and skills in marketing and communications (print, digital, and motion media) to the management and guidance of a creative, state of the art organization.
- To provide compelling sales support.
- To serve as a mentor: create a working education path and develop creative talent at all levels of applicable media from beginner to post graduate; assuring inspired, high-quality work from the entire team.

EXPERIENCE*December 2005- Present*

Current position: Creative Director, Kennedy Communications
1701 Broadway St. #266, Vancouver, WA 98663 (360) 213-5001 www.kennedyglobal.com

Responsible for not only the creative product of the company, but also the management of the Creative Services Department which includes proposal and estimate approval and oversight, staff time management and department profitability. My duties include overseeing the efforts of the full design and creative writing staff in such broad disciplines as print and identity development, interactive and web development as well as video and strategic business messaging and curriculum development for such clients as Nike (USA/Worldwide and Europe), Intel, Adidas, Luxottica Retail (Sunglass Hut, Target Optical and LensCrafters), Unilever (Europe), Aegon, and NEC-Philips (Europe).

March 2000- December 2005

Last position held: Art Director/Interactive Group, CMD, Inc.
1732 N.W. Quimby, Portland, OR 97209 (503) 417-3266 www.cmdagency.com

Provided strong leadership in the areas of creative concept development, visual concept work to tailor messaging to intended target audience. I also provided budgeting input and managed creative teams for a broad variety of communication vehicles including print, web and CD-ROM (with the primary focus on interactive media). Duties also involved consultation on brand identity guidelines for such clients as Intel and Hewlett Packard.

1997- March 2000

Last position held: Art Director, New Interactive, Inc.
115 SW Ash, Suite 323, Portland, OR 97204 (503) 219-8466

Led creative teams in web design, multimedia CD-ROM, kiosk displays and printed media. My involvement on any given project included creative concept development with client, budget estimation, initial/overall art direction, artwork development and initial application construction and prep for engineering and/or print production. Clients included such companies as Microsoft, Tektronix, Intel, Hewlett Packard, ADC Wireless, Fred Meyer, Freightliner Trucks, Wacom, and others.

1984 – 1997

Last position held: Creative Supervisor (Creative Director)/Advertising
Thrifty PayLess, Inc. Corporate Headquarters
9275 SW Peyton Lane, Wilsonville, OR 97070

Held positions of increasing scope and responsibility beginning with Sign Department Designer and culminating in the position of Creative Supervisor (Creative Director)/Advertising in the fall of 1995. Responsible for regular and seasonal circular advertisements, special promotion publications (coupon books, gift guides, grand opening ads, national magazine advertising, etc.) and included roles in strategic advertising planning to target specific demographic segments as well as working with product vendors to fulfill co-op advertising programs.

EDUCATION

Oregon State University, BFA Degree, Visual Arts

STRENGTHS

- Ability to identify and develop creative strategies that accurately pinpoint the target audience and effectively deliver the client's message and desired experience to that audience
- Extensive experience directing and mentoring others (designers, photographers, etc.) in a team environment as well as coordinating with outside vendors (printers, freelance designers/illustrators, etc.)
- Establishing budgets and deadlines to best meet client needs
- Ability to manage numerous tasks at one time
- Adept at troubleshooting communications and production problems and developing effective solutions
- Familiarity with both Mac and PC platforms utilizing such software as Adobe Photoshop, Illustrator, AfterEffects, Flash, Dreamweaver, Homesite, Sound Forge, Quark Xpress, in addition to a strong working knowledge of multiple interactive/web-based technologies.

REFERENCES

Recommendations available at <http://www.linkedin.com/in/cfranklin944>.
Additional references available upon request