

## UNIQUELY POSITIONED

Three years ago I stumbled into a strategy meeting and realized that becoming the "creative" who understood business would differentiate me. This has helped me to inject creativity into solving business problems vs restricting creativity to the execution. Design plus business experience gives me the complete strategic and tactical range of solutions. Below is a list of reasons to believe.

- My brand identity development experience as a designer strengthens my recommendations on brand strategy.
- My positioning as a digital creative with digital marketing training makes me relevant in more project areas.
- My experience teaching art direction has been an outlet for refining my verbal communication and team building.
- My creativity aids when developing recommendations on acquisition or retention strategy and execution.

I'm interested in working with talented people who take risks when seeking solutions. I'm looking for a culture that encourages collaboration and solving the client's problems while having fun. I gained marketing skills as an art director to become a better creative and as a result learned integrated marketing instead of brushing up on Flash.

This fusion of business, creative and marketing experience is the foundation for my contribution to winning and growing an account. As a result, I'm uniquely positioned to add value to an account, pitch or project. I enjoy being one of the variety of voices needed both in front of and behind the concept, marketing plan or digital strategy.

A handwritten signature in black ink, appearing to read "Douglas", with a long, sweeping underline that extends to the right.

## OVERVIEW

10 years of experience at advertising agencies and digital shops including Entertainment, Financial services, Insurance, QSR, Publishing, Beauty, E-mail Marketing and Pharmaceuticals. Expertise in multi-channel concept and design, digital marketing, branding, acquisition, retention, reactivation strategies, creative strategy, team building and direction. With learning from my graduate degree in marketing from NYU, my approach combines design and business strategy to produce creative solutions for business challenges.

## EXPERIENCE

**New York University, New Marketer's Bootcamp: Guest Lecturer · New York, NY · June 2009**

**Freelance Creative Director · New York, NY · August 2008 -present**

Advise and consult with clients on creative and strategy. Clients include: Fahari Academy Charter School, Joel Godard voice talent, Mark Malkoff comedian and The Brooklyn Watercolor Society.

**G2 Direct & Digital: Freelance Art Director · New York, NY · July 2008 - August 2008**

Aetna / Magic Johnson Enterprises: Art direction and photography on website. Concept, design and development on rich-media ad campaign. Liberty Mutual: Conceptualized and designed strategy for LM Teen Driving fan page with applications for Facebook. Objective: Gain qualified leads, drive traffic, engage prospects and encourage pass-along.

**iDeutsch: Freelance Art Director · New York, NY · January 2008 - February 2008**

Zelnorm: Website design support. Tekturna: Print art direction & design support. Ortho Lo: Concept and art direction on closed circuit medical TV spot.

**True North: Freelance Art Director · New York, NY · June 2007 - August 2007**

Economist: Conceptualized, designed and developed digital acquisition strategy. Translated consumer research into interactive campaigns aimed at repositioning non-reader's opinions and broadening subscriber knowledge of the newspaper.

**Tribal DDB Worldwide: Freelance Art Director · New York, NY · February 2007 - April 2007**

Aveeno: One of two art directors redesigning Aveeno.com. Designed and directed flash development for Aveeno Baby and Aveeno Sun richmedia banner campaigns.

**MMB: Freelance Art Director & Digital Designer · New York, NY · October 2006 - January 2007**

Subway: Conceptualized and designed website, ads and hand-drawn logo for Freshbuzz.

**Brouillard / JWT NY: Associate Creative Director · New York, NY · January 2006 - October 2006**

Coordinated and directed all creative and web services with technology director. Identified interactive business opportunities. Managed small scalable team of freelancers and client relations. Wrote proposals, defined project scope and co-planned and executed online creative strategy.

**Brouillard / JWT NY: Freelance Art Director · New York, NY · March 2004 - December 2005**

**Essence Magazine: Freelance Designer · New York, NY · October 2003 - March 2004**

**CondéNet: Online Advertising / Promotion Designer · New York, NY · October 2002 - May 2003**

**The City University of New York: Assistant Professor · Brooklyn, NY · January 2002 - present**

**Juno Online Services: Designer · New York, NY · February 1999 - January 2000**

## EDUCATION

M.S. in Integrated Marketing, New York University · May 2010

M.S. in Communications Design, Pratt Institute · May 2000

B.A. in Graphic Design, Hampton University · May 1998

