

D. Craig Fleck
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As a highly skilled Creative and Marketing Veteran with proven experience in building professional relationships, developing successful creative campaigns, and marketing strategies, I believe my talents will enable me to excel as positive creative addition within your company.

With more than 15 years combined experience in promotion, packaging, multimedia, environmental design as well as general creative faucets; i.e. POP, B2B, catalogs, ads, direct mail, and logos among others, I have developed the types of skills that are particularly effective at satisfying clients, increasing revenues, and maintaining a positive working environment.

In addition to managing a creative staff and designing myself, I've also been a part of an industry that understands that each creative piece is inherently a critical component of a larger strategy for long-term growth and steady gains in the market share. As a result, I have the ability to promote sales and increase profits while continuing a good agency-client relationship and delivering a sense of quality that sets the stage for long-term success.

I have enclosed my resume for your review. Some of my key qualifications include:

- A valuable blend of high-level design, creative leadership, and resourcefulness that combines efficiency with imagination to produce highly effective bottom-line results.
- Adept in developing effective creative strategies, long-range focuses and devising innovative methods for tactically implementing those ideas.
- Solid background and training in areas where creative expertise, administration, organization, interpersonal communication, motivation, and management are required.
- Exceptional ability to enter new environments and produce immediate results through the use of a flexible design style and practical skills that are easily transported between different industries.

I would be grateful for an interview to discuss the specific the ways in which I could help your organization. Of course, you may contact me directly at any time. You can also continue to browse my website and read more in-depth about my experience and view samples of my current and previous work.

Sincerely,
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Qualifications Profile:

Self-motivated creative professional seeking to leverage over 15 years of experience in the advertising/marketing industry with a progressive company or organization that can utilize my level of expertise in a Creative Director or Sr. Art Director role.

- Highly qualified Graphic Design, Print and Advertising Professional offering years of top-quality design, production and managerial experience in both agency and freelance services.
- Unique combination of expertise in creative media which contributes to a thorough understanding of all phases of the project lifecycle, from conception to launch.
- Proven track record of successfully translating client's vision and goals into a powerful and attractive design, incorporating brand concepts while creating effective user-centric features.
- Have successfully managed team of designers, photographers and freelancers to ensure proper workflow and to meet strict deadlines.
- Strong knowledge of all graphics-related hardware, printing, digital imaging and photography including scanning and final image manipulation for web and press.

Core Competencies:

- Art direction & production
- Strong communication skills
- Project management
- Troubleshooting & problem resolution
- Photo art direction
- Coaching & team building
- Client relationship management
- Experienced in promotional concepts and creative advertising campaigns
- Website design and development overview

Technical Background:

Platforms: Mac, Windows

Tools: Adobe Photoshop CS2-3 / Adobe Illustrator CS2-3 / Adobe InDesign CS2-3 / Adobe Acrobat / QuarkXpress / Dreamweaver / Flash / Frontpage / Word / Excel / PowerPoint / Outlook / Entourage / SiteGrinder2

Experience:**Hammerhdc
Design Director**

Bartlett, TN

Major contributor with the implementation and installation of in-store signing materials for Wal-Mart, Kirklands and Kroger stores throughout the U.S. Provide design directive for these clientele as well as other industry clientele, i.e., Dunkin Donuts, Sealy Mattresses, etc.

- Maintain budgets, scheduling, design standards, and overall project management.
- B2B, B2C, POP, brochures, national print campaigns, environmental signage, website design, logos, etc.
- Reviewed illustrative material to determine if it conformed to standards and specifications.
- Confer with clients to determine objectives, budget, background information, and presentation approaches, styles, and techniques.

**Lewis Clark Advertising
Sr. Art Director**

Memphis, TN

Senior level Art Director responsible for development and implementation of advertising materials for various clients. Design creative media that includes but not limited to B2B, promotional and retail design. Photo art direction and supervision, press checks, project mock ups and conceptual illustrations.

- Requires a thorough understanding of all aspects of creative media, print and interactive design, brand management, promotional and interactive design.
- Able to quickly troubleshoot creative and print issues and execute effective resolutions.
- Key member involved in producing high quality, effective and emerging design.
- Attended photo shoots and printing sessions to ensure that the products needed were obtained.

**Hammerhead Design
Creative Director**

Memphis, TN

Development and implementation of various print advertising media including computer-based multimedia training, website design, photo art direction, design consulting, and press checks. Directly responsible for creating fresh concepts and designs for new and major redesign projects. Interface with photographers, copywriters and developers to create print and multimedia for new and existing products/services. Ascertain client needs/vision and offer counsel on effective design solutions. Manage project timelines and budgets.

- Involved with helping create branding guidelines, building and supporting the client brand(s), and contribute to creating new design directions.
- Brand management, merchandising, interactive, environmental design and direct marketing.
- Conferred with creative, art, copy-writing, and production department heads to discuss client requirements and presentation concepts, and to coordinate creative activities.

**HMS Partners
Creative Director**

Memphis, TN

Development and marketing of local, national and Canadian creative media for Perkins Restaurants, Inc. Graphic design, conceptual campaign strategies, national promotions, in-store creative, packaging and image manipulation. Provided art direction to junior designers to help improve their design skills.

- Successfully managed a team of designers to produce high quality and effective creative solutions.

- Responsible for introducing an increased quality standard for designs and maintain quality consistency.
- Responsible for the hiring and supervision of all graphic artists, illustrators, creative writers, as well as serving as supervisor at photo shoots, print negotiator, press-checks and overall project manager. Hired, trained and directed staff members who developed design concepts into art layouts and who prepared layouts for printing.

Education:

**Mississippi College
Bachelor of Arts - Graphic Design**

Clinton, MS

**John F. Kennedy HS
HS Diploma**

Granada Hills, CA