

Hello. I'm a problem solver. I'm a designer. I'm a researcher. I'm a storyteller. I'm a strategist. Through 19 years of art direction experience, I realized how powerful it is to combine beautiful visual with concise words. I worked with many national companies like ABB, Georgia-Pacific Professional, Southwire Company, Dixie, Kodak, Motorola, FedEx, SunTrust Bank, Wayne, General Electric; and some smaller companies like National Grid, Primrose Schools, High Museum of Atlanta, C&D Technologies and Turning Stone Casino.

## EXPERIENCE

**Mower Agency | Associate Creative Director | Jul. 2016 – Present**

Leading role on major B2B and B2C accounts. From big ideas to small tactical details. Manage and nurture design teams. Major client interactions ranging from planning and strategy to execution of multi-platform, national campaigns.

**Eric Mower & Associates | Creative Supervisor | Jan. 2013 – Jun. 2016**

My responsibilities were to understand B2B and B2C clients' objectives and goals, to participate in strategy sessions, to concept and to execute traditional, digital and social media campaigns, to collaborate and manage copywriters and design teams, to direct photo and video shoots, and to work with print vendors.

**Eric Mower & Associates | Senior Art Director | May 2009 – Dec. 2012**

Worked closely with copywriters, designers, developers, account teams and vendors in a very deadline-driven environment with tight budgetary restraints to provide strategic and innovative solutions. Researched, learned and incorporated new technologies into services the agency was able to offer clients.

**Eric Mower & Associates | Art Director | Jul. 2006 – Apr. 2009**

Conceptualized and executed traditional and digital campaigns for B2B and B2C clients. Managed and directed photo shoots with varying budget restraints.

**Eric Mower & Associates | Associate Art Director | Dec. 2003 – Jun. 2006**

Assisted senior art directors in rollout of creative execution in both traditional and digital media. Designed and prepared RFI's and client pitch materials.

**Eric Mower & Associates | Production Artist | Jun. 2003 – Nov. 2003**

Prepared client approved concepts for pre-press printers and pubs. Improved and modified formats to increase the quality of production and ensure that standards are met. Other technical duties included scaling, cropping, retouching, repositioning and preflighting. Promoted to associated art director in less than four months.

## EDUCATION

**Art Institute of Atlanta | '00-02**

B.A. in Fine Art of Graphic Design with a minor in Interactive Design

**Florida State University | '97-99**

A.A. in Arts and Sciences with minor in Mathematics

## SKILLS

Photoshop  
Illustrator  
InDesign  
Dreamweaver

HTML & CSS  
HTML5 & CSS3  
WordPress  
Hive

Apple Keynote  
MS Office Suite  
Direct Photo Shoot

## AWARDS

**ABB Ability™ eMine Campaign** [See the work >](#)**2022 Print Advertising Gold Award**

ANA Global B2 Awards

**2022 District Gold ADDY Award**

American Advertising Awards ADDYs

**National Grid: "More Opportunities in More Places" Program** [See the work >](#)**2022 Media Strategy Gold Award**

ANA Global B2 Awards

**2022 Demand Generation Bronze Award**

ANA Global B2 Awards

**Southwire Energy Center** [See the work >](#)**2015 National Silver ADDY Award**

American Advertising Awards ADDYs

**2015 District Gold ADDY Award**

American Advertising Awards ADDYs

**GE Valves Animals** [See the work >](#)**2013 Atlanta Silver ADDY Award**

American Advertising Awards ADDYs

**1st Place – Advertising Creative Excellence (ACE) Awards**

Business Marketing Association of New York City