
STEVEN JONES

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CREATIVE DIRECTOR

Results-driven Creative Director with 10+ years' corporate and agency experience leading the conceptualization, design, and production of award-winning campaigns. Initiate and design highly effective integrated campaigns that yield unprecedented gains in brand awareness, customer satisfaction, net operating income, and employee morale and retention. Hands-on and collaborative management style with the ability to garner buy-in from all process stakeholders from C-level executives to critical support teams. Willing to relocate.

Campaign Awards & Honors include:

National Association of Home Builders Expo
Silver Awards (4) - 2005 | Gold Award & Silver Awards (3) - 2004
~ Recognized for TV, Direct Mail, and Advertising Campaigns ~

MAME Awards
Grand Marketing Award Winner (13) - 2003
~ Received honors for TV, Collateral, Direct Mail, Radio, and Sales Office Design ~

Advertising Federation of California
Addy Award - 2003 | Best of Show - 2001

PROFESSIONAL EXPERIENCE

NATIONAL HOMEBUILDER, San Diego, CA
Creative Director (2001-Present)

1990-1994 & 2001-Present

Lead an internal agency in conceptualizing, designing, and producing high-quality and cost-effective integrated advertising campaigns deployed throughout 12 markets nationwide. Review and allocate a \$10.1M annual advertising budget distributed among print, television, radio, outdoor, and online channels. Manage 9 direct reports involving overseeing a collaborative and cross-functional team including graphic artists, web designers, a webmaster, copywriter, production artist and manager, and accounts payable specialist. Serve as an internal consultant and campaign strategist to the CEO, COO, CFO, 9 division presidents, 13 Vice Presidents of Sales and Marketing, and more than 100 sales representatives. Partner with Research and Design and Land Development to develop themed communities, define target markets, select appropriate inventory, and design model centers while optimizing marketing, graphics, and layouts. Produce mini-campaigns based on each market's needs, requiring intense planning, fast turnaround, and the ability to identify target market needs.

KEY CONTRIBUTIONS:

- **Played a key role in bolstering net income from \$40M in '00 to \$100M in '05, brand awareness to an unprecedented 95%, and customer approval to an all-time high of 95%**, through efforts including:
 - Advancing name recognition in all markets, with focus on the AZ, NY, and DC regions, expanding radio and television advertising to support print campaigns;
 - Developing a record-setting Interest Only campaign resulting in a 22% increase in sales over the 7-year average, by educating consumers through messaging strategies and image selections;
 - Initiating an Employee Discount program to thwart stagnant end-of-year sales, yielding better than expected results including a 4% increase in traffic and a 47% unit increase over LY.
- **Garnered approval from the CEO to support Extreme Makeover: Home Edition, managing this national advertising campaign and project involvement**, to yield significant results including:
 - Generating considerable corporate donations to bring massive project to close at under \$50K;
 - Securing \$100K in complimentary public relations and promotional efforts from local agency;
 - Turning around employee morale resulting from a recent downsizing initiative;
 - Obtaining web hosting services for microsite, receiving 50K hits in first 14 days.

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PROFESSIONAL EXPERIENCE - CONTINUED

NATIONAL HOMEBUILDER - Continued

- **Elevated advertising, marketing, and strategic media planning to a new level**, demonstrated by stellar key performance indicators and a budget that has remained at \$10.1M for the past 3 years.
- **Catapulted secondary markets to move to Top 10 positions**, and advanced National Homebuilder's lead in southern California with a 27% market share.
- **Reengineered the web development project plan to drive on-time and within-budget launch**, despite the webmaster resigning and leaving the project several months behind schedule.
- **Recruited by the VP of Marketing**, based on solid performance as Graphic Designer between '90 and '94, where role included design of corporate advertising in 5 divisions.

TOP ADVERTISING AGENCY, Los Angeles, CA Senior Art Director / Production Manager

1995-2001

Teamed with clients such as Big Bear, Marsh Supermarket, Saks Fifth Avenue, Younkers Department Stores, and Parisian, to produce print and retail signage, art direct photo shoots, and copyright radio and television spots. Developed creative concepts used during initial presentations to prospective clients. Collaborated with the AE and fellow creatives to generate account ideas, develop integrated campaigns, and drive within-budget production. Managed a 5-person team of designers and copywriters.

KEY CONTRIBUTIONS:

- **Contributed extensive involvement and artistic talents to produce a flawless photo shoot** for Marsh Supermarket, resulting in a "Best of Show" award at the local Addy's.
- **Directed all purchasing efforts for print production projects**, ensuring decisions were made in accordance with budgetary guidelines and cost controls.

COMMUNICATIONS FIRM, Los Angeles, CA Partner

1992-1995

Launched and grew business to generate significant repeat and referral business after being recruited to conceptualize, design, and produce print and radio campaigns for LA Pizza. Established a sound operating infrastructure, utilizing the added value of being housed within a design collaborative to provide additional support and design services.

KEY CONTRIBUTION:

- **Grew LA Pizza into a \$100K account** by producing high-impact print campaigns for the CA, UT, and AZ markets and delivering exceptional customer service to all process stakeholders.

EDUCATION / TRAINING

STATE UNIVERSITY, San Diego, CA Bachelor of Fine Arts in Graphic Design

Attended the Los Angeles Art Institute Summer Program

Technical Skills:

Photoshop, Illustrator, Freehand, QuarkXPress, Basic Avid, MS Office

PROFESSIONAL AFFILIATIONS

Advertising Federation (AdFed)
National Association of Home Builders (NAHB)