

STEVEN JONES

EXPERIENCE

March 2001 – Present

NATIONAL HOMEBUILDER

San Diego, CA

Title: *Director of Advertising/Creative Director*

Manage internal agency. Strategize and develop national advertising campaigns including TV, print, collateral, direct mail, radio, signage programs, sales office displays and web based marketing initiatives. Manage complete re-design of corporate website with outside vendor. Collaborate with Research and Design on model center and welcome center designs as well as work directly with Land Department on initial marketing strategies for themed communities and target market planning. Directly involved with department budget and all aspects of media purchasing including print, radio, outdoor and TV. Work directly with Corporate CEO, COO, CFO, 9 division presidents, 13 Vice Presidents of Sales and Marketing and over 100 sales people, nationally. Since becoming DOA, National Homebuilder's net income has risen from \$40 million to nearly \$90 million. In a recent market study, our brand awareness was an unprecedented 95% and due to the marketing efforts promoting the National Homebuilder's Exclusive Confidence Builder Program, our customer approval rating climbed to over 95%, nationally. Lead manager on nationally televised *Extreme Makeover: Home Edition* build project.

July 1995 - March 2001

TOP ADVERTISING AGENCY

Los Angeles, CA

Title: *Senior Art Director/Production Manager*

Responsible for all print advertising for one of southern California's largest advertising agency's. Managed a staff of 3 designers and 2 copywriters. Trafficked all jobs from AE's through Creative Department to final production. Art directed print campaigns, photo shoots, store signage, television shoots and assisted with copywriting various radio spots. Clients included: Saks Fifth Avenue, Youngers Department Stores, PARISIAN, Big Bear and Marsh Supermarkets

January 1992 - July 1995

COMMUNICATIONS FIRM

Los Angeles, CA

Title: *Partner*

Designed and produced print advertisement and radio campaigns for various local companies, including athletic clubs, realtors, apartment complexes and new home builders.

December 1990 - February 1994

NATIONAL HOMEBUILDER

San Diego, CA

Title: *Graphic Designer*

Responsible for production and design of corporate advertising in the West Palm Beach, Tampa, Orlando, Washington, D.C. and Charlotte divisions.

EDUCATION

STATE UNIVERSITY

San Diego, CA

Art Scholarship

Bachelor of Fine Arts in Graphic Design

LOS ANGELES ART INSTITUTE

Los Angeles, CA

Summer Program

Introductory courses in graphic design and fashion illustration

AWARDS

2005

THE NATIONALS

(National Association of Homebuilders Expo)

4 Silver Awards - TV, Direct Mail and Advertising Campaigns

2004

THE NATIONALS

(National Association of Homebuilders Expo)

Gold Award - Television Commercial

3 Silver Awards - TV, Direct Mail and Advertising Campaigns

2003

MAME AWARDS

Grand Marketing Award Winner

13 Various Awards for TV, Collateral, Direct Mail,

Sales Office Design and Radio (M/I Homes)

2003

ADVERTISING FEDERATION OF CALIFORNIA

Addy - Direct Mail Campaign (National Homebuilder)

2001

ADVERTISING FEDERATION OF CALIFORNIA

Best of Show -

Marsh Supermarket Campaign (Top Advertising Agency)

SKILLS

Photoshop, Freehand, QuarkXPress, Microsoft Office, Basic Avid