

GREG SHAFFER

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CREATIVE DIRECTOR

Multimedia Art Direction • Integrated Marketing Strategies • Product Branding

Resourceful and results-driven Creative Director who has seven years of experience providing superior brand management and marketing services to companies in a number of diverse industries. Decisive strategist with extensive experience handling branding, advertising, marketing initiatives, social media campaigns and corporate communications. Experienced Brand Manager who continually demonstrates the ability to deliver the "Wow" factor to positively position businesses in the marketplace.

Key Competencies

Advertising & Marketing • Creative Direction • Marketing Collateral Design • Web & Print Advertising • E-Blasts
Photo Shoot Direction • Strategic Planning • Social Media Campaigns • E-Commerce • Digital Photo Retouching
Website Design • Interactive Media • Team Leadership • On-site and Offsite Staff Supervision • B2B & B2C Markets

PROFESSIONAL EXPERIENCE

DELOITTE & TOUCHE, Pittsburgh, PA

2013 to

A company that provides audit, consulting, financial advisory, risk management and tax services to selected clients.

Senior Graphic Designer

I am responsible for the development and formatting that pushes the envelope of Deloitte brand using typography, icons, infographics, and visual storytelling. I design, format, and layout proposals, presentations, e-mail newsletters, e-vites, and other communications and marketing material to distinguish the Deloitte U.S. Firms in the marketplace. I am responsible for ensuring a creative yet consistent look and feel that adheres to and support the Deloitte brand, visual identity, legal guidelines, and messaging. I demonstrate creativity, oral and written communication, listening, and decision making skills while interacting with marketing and client service professionals to develop compelling themes and concepts for pursuit and marketing deliverables.

- Branded and designed sponsorship designs for 2014 Winter Olympics, including plasma screens, postcards, web and digital banner advertising and word and newsletter templates.

5MK, LLC, Imperial, PA

2010 to 2013

A company that provides marketing, financial and operational support to its subsidiaries (Amber Products, Spa Elegance & others).

Art & Marketing Director

Oversee the creative direction and strategic planning of all marketing materials for retail and distributor product lines. Design annual catalogs and quarterly supplemental catalogs for major distribution within the spa and salon industry. Establish new health and beauty brands by managing the entire new product marketing cycle, which included: logo design, packaging design, catalog production and website promotion. Improve and maintain e-commerce campaigns by updating store websites, and analyzing and targeting consumers. Direct all commercial photography shoots in the studio, and perform digital photo retouching and image manipulation. Conceptualize and devise monthly promotional e-blasts, print advertisements, flyers and marketing materials. Develop marketing materials for retail environments and industry tradeshow displays. Administer all social media avenues, and maintain advertising web campaigns.

- Increased website traffic by 20% for Amber Products, Spa Elegance, and Mother Earth Massage by developing social media avenues.
- Increased sales of Spa Elegance products by 18% in only one day after launching an email campaign.
- Branded and orchestrated the annual spa sale, which generated several thousand dollars in one weekend.

GARRETT CREATIVE, Pittsburgh, PA

2010

A marketing company formed to provide cost-efficient interactive and digital services to clients.

Creative Director

Originated and executed the creative strategy for the Advertising and Interactive Divisions for both the B2B and consumer market segments. Developed and implemented integrated marketing campaigns that drove business objectives and increased revenue. Led and managed multiple creative teams that included: interactive & print designers, copywriters and project managers. Recommended and sold design solutions to clients depending on their needs in a highly competitive mediascape. Oversaw the creative dept. budget, and optimized efficiency by allocating and negotiating costs. Presented new employee orientations and organized staff development opportunities.

- Greatly increased interest in apartment rentals for client, Pennrose Management Group, by developing new branding guidelines including TV and online commercials.
- Managed budgets, clients and creative teams, consisting of programmers, photographers and designers

LEVY MG, Pittsburgh, PA

2007 to 2009

A full-service marketing firm that offers creative, web, PR, media relations and direct marketing solutions.

Art Director

Produced promotional brochures, books and sales presentations for products. Developed websites and branding identities for new products. Created point-of-purchase and tradeshow marketing displays. Directed photo shoots for product packaging campaigns. Refreshed or created new stationery systems for company brands. Guided the naming of new products and company names, and provided input on copy editing. Supervised junior designers, freelancers and vendors. Drove projects to completion, and proofed the work of outside production managers.

- Successfully launched Ormita, an international barter exchange company, by creating brand guidelines, an identity packet and website. The company expanded their business to China and other foreign countries.
- Led the Ametek Metals high performance metal stripping project, which included designing tradeshow displays, packaging and an informational catalog.
- Daily management of budgets, clients and creative teams, programmers, photographers and designers

MASSMEDIA, Las Vegas, NV

2004 to 2006

A leading advertising, marketing, public relations and government relations firm.

Art Director

Managed all aspects of integrated marketing projects from initial concept development through final production. Ensured the quality of projects in both print (brochures, advertisements, direct mail packages & promotional materials) and web formats (micro-sites, banners, Flash animations, site mapping). Collaborated with other art directors and worked independently as needed for each project. Communicated effectively with copywriters and photographers to drive projects to completion. Supervised staff, freelance designers and production artists.

- Oversaw creative direction and the branding process for a multi-million dollar condo project. Designed the company's logo, stationery, website, print advertising, TV commercials, which resulted in selling condos at a \$6.5 million price point.
- Named and branded a mixed-use development project, City Crossing, which included creating the logo, print advertisements, collateral and sale packets.
- Managed budgets, clients and creative teams, consisting of programmers, photographers and designers on various projects and campaigns.

EDUCATION

Associate in Specialized Technology in Computer Animation/Multimedia

Art Institute of Pittsburgh – Pittsburgh, PA