

Gregory Shaffer

Creative Designer

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Objective

Resourceful and results-driven designer who has over 20 years of experience providing superior brand management and marketing services to companies in several diverse industries. Decisive strategist with extensive experience handling branding, advertising, marketing initiatives, social media campaigns and corporate communications. Experienced creative who continually demonstrates the ability to deliver the "Wow" factor to positively position businesses in the marketplace.

Experience

SENIOR GRAPHIC DESIGNER | MAR 2013 - PRESENT

Deloitte, Pittsburgh, PA 15222

- Developed marketing material for multiple corporations, from brochures, print advertising, invitations, PowerPoint presentations, PowerPoint animations, infographics, video shooting and editing and photography.
- Manage schedules and time frames to complete tasks, meet deadlines and exceed client's expectations.

ART & MARKETING DIRECTOR | NOV 2010 - MAR 2013

SMK, LLC, Imperial, PA 15126

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

CREATIVE DIRECTOR | JAN 2010 - NOV 2010

Garrett Creative, Pittsburgh, PA 15222

- Developing new branding guidelines including TV and online commercials, print collateral, and website layout designs for large apartment rental.
- Managed budgets, clients and creative teams, consisting of programmers, photographers and designers

ART DIRECTOR | MAR 2007 - DEC 2009

Levy MG, Pittsburgh, PA 15222

- Designed tradeshow displays, large format printing, packaging and an informational catalog for various industrial corporations.
- Management of budgets, milestones and due dates, clients and creative staff

ART DIRECTOR | JAN 2004 - DEC 2006

MassMedia CC, Las Vegas, NV 89074

- 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.
- Name development and branded of a mixed-use development project, which included logo creation, print advertisements, collateral and sale packets.
- Managed budgets, clients and creative teams, consisting of programmers, photographers and designers on various projects and campaigns.

Key Competencies

Advertising & Marketing
Creative Direction
Marketing Collateral Design
Web & Print Advertising
Photo Shoot Direction
Strategic Planning
Social Media Campaigns
Website Layout concepts
Interactive Media
Team Leadership
On-site and Offsite Staff Supervision

Abilities

Design Software: Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects, Premiere, Audition, Acrobat)

Office Application: Microsoft Word, Excel, PowerPoint, Access, Keynote

Education

ART INSTITUTE OF PITTSBURGH

APR 2009 - MAY 2013

Pittsburgh, PA 15222

Major: Specialized Technology in Computer Animation/Multimedia

References

Will gladly furnish personal and professional references on request.