

craigpiepho

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EXPERTISE

Design Concept & Execution
(design thinking)

Brand Identity Systems
*(color theory, typography,
and iconography)*

Client & Vendor Relationships

CLIENT BRANDS

American Airlines
Armstrong Tools
Bayer
Campbell Chain
Craftsman
Crescent Tools
Delta Airlines
Duke University
First Citizens Bank
Gearwrench
General Motors
Golf Pride
Holiday Inn
Home Depot
Husky
John Deere
(Approved Vendor)
Lenovo
Lowe's
Manpower
MCI
Pinehurst
Saks Fifth Avenue
3M (Approved Vendor)
UNC Healthcare

COMPUTER SKILLS

Acrobat
Illustrator
Indesign
Photoshop
Muse
Keynote
Microsoft Office
BeePro
Hotjar

EDUCATION

Bachelor of Arts – Fine Arts
Design & Photography
Bethel University
Saint Paul, Minnesota

PROFILE

- Award-winning art director helping grow brands of all sizes.
- Extensive experience in branding, advertising, and visual communications (TV commercials - websites - print ads - collateral - brand guidelines - annual reports - logos - brochures - direct mail - posters - packaging - corporate identity programs - merchandising programs - banner ads - presentations - social platforms - etc.).
- Proficient in strategic and conceptual thinking that boosts sales and generates revenue, with proven versatility in handling a large variety of brands.
- Outstanding reputation for taking initiative and being resourceful to overcome challenges through client follow-ups and strong communication skills.
- Proven ability to work under strict deadlines and targets while maintaining excellent client satisfaction rates.

EXPERIENCE

Owner / Head of Creative

Farmer Ted | Cary, North Carolina | 1997 – Present

- Independently established a client base through strong communication, networking and a reputation as an excellent business owner designer.
- Accountable for all aspects of project management while developing business knowledge and collaborating with cross-functional teams and key suppliers.
- Concepted and designed a direct marketing piece with a 700,000 print run.
- Actively participated in new business efforts nationwide to win new accounts and up-sell additional work to existing clients.

Senior Art Director

TriMark Digital | Raleigh, North Carolina | 2017 – 2019

- Created inspiring, strategic, and innovative concepts across all channels, including print, digital, and social media primarily in the golf industry.
- Ensured brand consistency, quality and client satisfaction.
Third best year for Pinehurst in bookings history.
- Built and implemented creative for newly discovered digital platforms.

Art Director

Apex Tool Group | Apex, , North Carolina | 2012 – 2015

Art Director

Micromass | Cary, , North Carolina | 2011 – 2012

Senior Art Director

OgilvyOne | Minneapolis, Minnesota | 1995 – 1997

- Designed and executed the original advertising and collateral for the Children's Grand Prix of Minnesota which ran for 3 years and generated over \$600,000.
- Managed complex assignments from conceptualization through to project completion, including client presentations.
- Leveraged broad-based business knowledge and functional expertise to drive strategies and tactics that achieved on-target deliverables.

