

julie l. plont

qualifications summary

Hands-on Lead Creative Manager/Senior Art Director with strong creative vision and concept development skills, plus over 20 years developing and executing creative solutions to support strategic advertising and marketing goals. Self-motivated and resourceful with top-notch design skill and software knowledge; experience working in print, web and interactive media. Leadership abilities include design team management, project management, web development and collateral development for advertising, marketing and promotions.

professional profile

- Design, plan and execute creative advertising and marketing concepts
- Collaborate with account teams and project managers to develop and implement creative marketing plans; Lead strategic brainstorming sessions, campaign development, creative brief development and creative execution
- Manage the creation of marketing collateral, advertisements and promotions
- Establish and maintain creative, conceptual development and writing standards
- Set design parameters and stylistic guidelines consistent with brand identity
- Ensure quality creative content is delivered on time and on budget
- Maintain knowledge of creative marketing trends and best practices
- Actively monitor web traffic and S.E.O. performance
- Familiar with SQL; dynamic content and rich media management

portfolio samples @

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software skills

- | | | |
|------------------|------------------------|-------------------------------|
| • InDesign CS | • Dreamweaver | • Fireworks |
| • Photoshop CS | • Acrobat Professional | • Flash |
| • Illustrator CS | • QuarkXpress | • XHTML, CSS, JavaScript, CGI |
| • Freehand | • PowerPoint | • Mac and Windows |

employment profile 01/2007 to 11/2008

Senior Art Director, PGN Agency, Royal Oak, Michigan

Promoted to lead creative/design team manager within 8 months of employment. Collaborated with marketing team to develop creative strategies and support marketing objectives. Monitored internal procedures and digital workflow processes for print and Web development; continually monitored production workflow and implemented policies to increase productivity. Developed creative concepts for advertising and promotional collateral; directed creative production and final execution for print and web projects. Managed design department budgets, project estimates and all aspects of pre-press production and Web content updates; provide site management and traffic monitoring.

1998 to 2007

Freelance Art Director/Graphic Design Professional

The Creative Group (1998 - 2007), Southfield, MI

Aquent Partners (2006 - 2007), Bingham Farms, MI

2002 to 2003

Senior Art Director, Riegner & Associates, Southfield, Michigan

2002

Senior Art Director, Campbell-Ewald, Warren, Michigan

2000 to 2002

Art Director, Leo Burnett (formerly Chemistri and DMB&B), Troy, Michigan

1994 to 1998

Multimedia Designer/Production Coordinator, i3logic (formerly VuCom), Troy Michigan

academic achievements

Bachelors of Administration, course concentration in Marketing Communications
Oakland Community College and Wayne State (Winter 2010)

Graphic Design Communications, Baker Community College, Auburn Hills, MI (1997)

Business Communication Systems, Oakland Community College, Union Lake, MI (1992)

contact

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