

randy karey

creative director

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JCC Chicago *Creative Director (2014 - 2015)*

- Provided creative direction and guidance to internal teams and/or department staff, including guidance to independent contractors, on a wide variety of print and online communication projects.
- Advised coworkers, clients and suppliers as to the proper application of corporate identity standards, emphasizing integrated design communications across traditional and digital media platforms
- Served in a lead design role to develop an extensive range of effective/integrated customer communications that comply with brand standards for both print and digital applications.
- Identified digital asset management systems that would enable quicker access to digital assets, significantly increasing workflow efficiency.
- Reviewed all work by creative staff prior to client release.

Pinnacle Promotion Group, Inc. *Creative Director (1993 - 2014)*

- Initiated, coordinated supervised and controlled all aspects of creative development and production, from initial concepts to completion.
- Created a wide range of marketing deliverables from print ads, websites, collateral, direct mail, email marketing, social media solutions, promotional materials and POS for both B2B and B2C companies.
- Worked closely with client marketing teams to turn marketing strategies into compelling creative executions.
- Negotiated with and supervised qualified vendors for photography, design, printing and specialized services.
- Presented creative concepts to C-suite clients and developed long lasting, trusted relationships with many of them.
- Managed expectations for deliverables and costs, communicating impacts to project timelines and expenses.
- Developed a direct mail B2B campaign for Rand McNally that achieved a 39% response rate.
- Created and launched Facebook pages for McCain Foods, generating over 47,000 fans in less than a month.

Clients include: Crown Imports, ConAgra Foods, Constellation Brands, SBC, McCain Foods, Willy Wonka, Fortune Brands, Jones Lang LaSalle, RainSoft, TrammellCrow, Fannie May, Kemper Financial and Rand McNally

IMPACT/FCB (now DraftFCB)/*Associate Creative Director (1984 - 1993)*

- Oversaw daily creative operations, managed team of art directors, production artists and illustrators on some of agency's most lucrative accounts (i.e. Coca-Cola).
- Responsible for budgeting and negotiating with outside vendors and talent.
- Instrumental in winning creative pitch for Coca-Cola account, helping agency achieve "Agency of Record" status.

Clients include: Coca-Cola, Coors, Pepsi, Wendy's, Kraft Foods, Harris Bank, Payless Shoes and Pearle Vision

Core Disciplines

Graphic Design, Branding, Marketing, Advertising, Social Media/Digital Marketing, Direct Mail, Email Marketing, Collateral, Trade and Sales Programs and Tradeshows/Events

Core Competencies

Design, Promotions, Shopper Marketing, Brand Identity, Concept Development, Creative Direction, Staff Development/Management, Presentations/Pitches, Web Design & Development, Illustration

Computer Skills

Software

Adobe Creative Suite, Microsoft Office, Final Cut Pro, Keynote and Cinema 4D

Web Proficiency

HTML5, CSS3, JQuery, Wordpress

Awards

Mobius Advertising Award - "Parkay Talking Tub" Promotion

POP AI Award - Corona "La Casa Cantina" Display Award

Spire Silver Award - Coors "No Slowin' Down" Sweepstakes Promotion

Spire Bronze Award - Wendy's "All Dogs Go To Heaven" Promotion

POP AI Award - Coca-Cola "POP Music" Promotion

Education

American Academy of Art - Chicago, IL A.A., Graphic Design

University of Kansas - Lawrence, KS B.F.A., Painting