

A vibrant, surreal landscape featuring mountains, a lake, and a forest. The scene is overlaid with a large, white, geometric logo consisting of a diamond shape with a central vertical line and horizontal bars. The background is a mix of warm and cool colors, including oranges, yellows, and blues.

CREATIVE DIRECTOR



ALEX HUFFMAN

HIRING MANAGER,

In pursuit of my newest creative endeavor, currently located in California, my wife and I are looking to relocate to Georgia as soon as possible. I excitingly noticed your opportunity for a Creative Director position. As a creative professional with years of experience and education, your company would benefit from hiring someone like myself.

Implementing innovative approaches as well as applying improved solutions to business challenges both motivate and drive me to succeed. My philosophy is that introducing fresh perspectives and modern ideas allow businesses to evolve and grow. Utilizing SEO strategies with online and Social Media content that users find engaging.

In my previous Creative Director role, my successes have stemmed from essential skills, i.e., social media campaigns and content creation, social media response and growth, I also come from a design background with a creative brain for content creation. Engaging with my team, providing enthusiasm and strong communication are just some of my greatest assets.

Your company is seeking someone that can work well with a team, be efficient, and of course someone that has immense amounts of creativity. Below are some of my qualifications that will fill those needs:

- **Provided branding, website design, social media management, style guides and creative direction for Fabletics which has seen its growth reach \$250 million in value and sees an increase of 35% each year.**
- **Will work extremely hard for you and your company. Spending many hours burning the midnight oil, sometimes jobs require going above and beyond.**
- **Successfully completed pitch for Stan Lee in under 24 hours. Given a small window and small team, the trick was gathering everyone together to settle the nerves doing work for an icon such as Stan Lee. I will forever remember working alongside the legend and his daughter.**
- **Created and directed works for both Fortune 500 companies and small up-start companies. No matter if it's working with a developed brand like Hot Wheels or a private practice like Huber Chiropractic, the same level of passion and attention to detail will be provided.**

I appreciate your time and if you'd like more information on my background and qualifications, please review my attached resume. Your consideration is greatly appreciated. I am very interested in meeting to review your needs and possible solutions I could bring to the table. Thank you again.

WORK EXPERIENCE

Marketing Immersion || Art Director

2018-2022

- Manage team on concepts for client creative work to fulfill objectives.
- Provide speed and flexibility with smart systems and proper prioritization.
- Work with global designers, copywriters, filmmakers, photographers, presentation designers, and producers to ensure consistency across all brand touch points.
- Manage, plan, and execute specialized events for individual and corporate clients.
- Create and deliver presentations to corporate executives on behalf of clients.

C3 Entertainment || Art Director

2016-2017

- Directed the creation of style guides for all brands.
- Provided lead on various television and print advertisements as well as shorts.
- Prepared and designed pitch decks for upcoming movies.
- Designed POP displays as well as trade show booths and light boxes.
- Pitch preparation for NBC, FOX and CW.
- Design, direct and manage all branding and product lines.
- Managed all aspects of development including design planning, art direction, editorial, lettering, color separations, and press approvals.

V2 Global || Senior Graphic Designer

2008-2015

- Implemented network system to house all artwork allowing remote access as well.
- Designed website and produced copyright utilizing UI and UX design techniques, working alongside the marketing team on copyright and product placement.
- Streamlined projects with style guides and mockups that are still used.
- Packaging and print media design lead on projects for companies like Mattel Toys, Schecter, NAMM, Home Depot and WWE.

Jaks Pacific || Graphic Designer

2004-2007

- Displayed analytical skills by adapting readily to changing priorities and multitasking.
- Decreased Fly Wheels packaging costs by 35% and Road Champs MXS by 55%.
- Award winning packaging designs for Fly Wheels and Dragon Ball Z.
- Packaging design: hang tags, header cards, blister cards, backer cards, barbell headers, adhesive labels, poly bags, printed inserts, display boxes.
- Domestic and international communication with account specialists and vendors to ensure quality management and consistency in final packaging production.