

MICHAEL KRISTOF

Art Director (615) 513-4759 kristofcreative@gmail.com Nashville, TN <http://michaelkristof.com>

Award-winning strategic thinker with a passion for leading and inspiring creative teams to develop amazing brand experiences through storytelling and technology for print, digital, web, and social media.

OVERVIEW

- Demonstrated experience **leading, inspiring, and mentoring creative teams**
- **Strong creative vision** and ability to translate brand objectives into clear and concise creative strategies to peers, senior management, and clients
- **Think across platforms**, mastering the idiosyncrasies of each and create tailored content across channels that help drive marketing objectives
- **Elevate the creative output** of internal resources as well agency partners to ensure all marketing assets meet a high level of creativity, innovation and brand association
- **Strong copywriting skills**
- **Exceptional presentation skills** at all levels of internal and client organizations
- **Guardian of brand guidelines** including identity, style, tone, etc., and oversee them to completion
- 10 years experience **creating websites, WordPress theme's, and mobile application's**
- Expert knowledge **Adobe Creative Suite**; Photoshop, Illustrator, and InDesign
- **Healthcare experience**: American Cancer Society, American Diabetes Association, Arthritis Foundation, St. Dominic/Jackson Memorial Hospital, Julio Frenk, M.D., President of the University of Miami and former Secretary of Health of Mexico, March of Dimes, Town and Country Hospital, Vanderbilt Medical Center

PROFESSIONAL EXPERIENCE

NOSSI COLLEGE OF ART, NASHVILLE, TN

Graphic Design Coordinator, Creative Director, and Instructor : Sep. 2016 - Feb. 2020

- Through extensive research, discovered financial discrepancy that **saved \$27k/year** in marketing
- Completely **rewrote 10 courses** resulting in updating requirements to meet current industry skills and standards
- Discovered gaps in program curriculum and **created three new courses** to fill them
- **Introduced Design Thinking and UI/UX processes** into courses as a foundation for creative development
- **Added cross-discipline projects** to prepare students to manage real-world projects
- **Created and directed a simulated internal ad agency**. The group was staffed with graphic design, illustration, and photography students to create marketing materials for local non-profits. This resulted in a comprehensive advertising and marketing campaign with over 200 assets that, in one year, resulted in; **\$18,000 in donations, 40% more programs taught**, and reached **95.87% more students**.
- Successfully led, developed, designed, and **launched new brand campaign** consisting of print, outdoor, digital, video, social media, collateral, and experiential
- Created video tutorial's for teaching Instructors how to use Moodle LMS (Learning Management System)
- Taught all levels of advertising, branding, graphic design, typography, social media, and marketing courses

KRISTOF CREATIVE, INC., NASHVILLE, TN

Creative Director (Art) : Nov. 2001 - Sep. 2016

- Developed social media, content strategies, search engine optimization, and Internet marketing strategies
- Taught creative problem solving workshops and search engine marketing

- **Created a search engine** for Twitter that helped identify a drive-by shooter – **leading to their arrest**
- Additionally, designed, developed, and produced the following; 159 magazine and newspaper print ads, 64 Brand Identities, 62 Websites, 19 Brochures, 17 Posters, 14 Flyers, 16 Packaging Designs, 12 Radio Commercials, 10 Annual Reports, 10 PowerPoint Presentations, 10 Outdoor Campaigns, 8 Presentation folders, 8 Email Newsletters, 5 Infographics, 5 Trade-show Booths, 3 Book Covers, 2 Landing Pages, and 2 Long-form Video Scripts

ARNOLD WORLDWIDE, MCLEAN, VA

Associate Creative Director : Apr. 2001 - Nov. 2001

- **Effie Award** - Managed creative team in developing a bank acquisition/name change campaign for a regional bank resulting in an increase in deposits and virtually no loss of customers (versus 10% attrition considered average in a bank merger)
- Managed and mentored creative group in creating advertising campaigns for print, direct mail, and broadcast

ADMINE.COM, HERNDON, VA

Associate Creative Director : Apr. 2000 - Dec. 2000

- Concept, art direction, and copywriting of **52 campaigns in 8 months** for print, television, outdoor, and radio
- Created and initiated advertising sales program to generate online sales and promotion of business services
- Developed and implemented internal process for managing creative advertising submissions
- Created and managed online production tips and procedures for the submission of creative content

Art Director > Senior Art Director : Jun. 1995 - Oct. 1998

- Created and art directed print advertising and TV commercial campaign's for client's in the Tourism, Banking, Financial, Car Audio, Healthcare, and Travel industries
- Created a economic development campaign that netted the state a **23% increase in jobs** created by new businesses and a **15% increase in new business startups**, at a time when new business creation experienced a seven percent drop-off nationally
- Created financial print ad which **brought in \$1.5 million** and **opened 172 new accounts**
- Awarded *Fortune* magazine "**Best Read Ad**" — year-end, double-issue investment guide

CREATIVE AWARDS

- London International Advertising Awards, New York Festivals, Creativity Annual, Communication Arts Design Annual, and numerous local & regional ADDY's

SOFTWARE

- Adobe Creative Suite; Photoshop, Illustrator, InDesign, Dimension, Audition, XD
- iMovie, Final Cut Express, Adobe Premier Pro, Premier Rush, Spark, Clip
- Microsoft Office; Word, PowerPoint, and Excel
- Apple Pages, Keynote, and Numbers
- Slack, Skype, Messenger, Google Hangouts, Zoom, Basecamp
- WordPress: Theme design, coding (HTML, CSS, PHP), plugin's, security, and managing site's
- Moodle (Learning Management System)

EDUCATION

ART CENTER COLLEGE OF DESIGN, PASADENA, CA

- BFA - Adverting