

Michael Kristof

Art Director

(615) 513-4759 kristofcreative@gmail.com Mount Juliet, TN <http://michaelkristof.com>

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

OVERVIEW

- Demonstrated experience **managing, leading, inspiring, and mentoring creative teams**
- Proven ability to **create and produce high-quality 360-degree marketing campaigns**
- **Develop concise creative strategies** based on research, market awareness, and key insights
- **Exceptional collaboration and presentation skills** at all levels of internal and client organizations
- **Think across platforms**, mastering the idiosyncrasies of digital and print to create tailored content across channels that help drive brand marketing objectives
- **Guardian of brand guidelines** including identity, style, tone, etc. and oversee them to completion
- **Manage design budget's**, print production schedules, and print specifications
- **Adherence to project timelines** and use of diverse options of **project management software**

EFFECTIVENESS

- **Effie Award** – Co-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**
- Created TV commercial that **increased tourism inquires 17%**
- Created an economic development campaign that netted the state a **23% increase in jobs** created by new businesses and a **15% increase in new business startups**
- Led creative team in designing beverage packaging design that **increased sales 826%**
- Created financial print ad which brought in **\$1.5 million in deposits** and **opened 172 new accounts**

INDUSTRY EXPERIENCE

- Beverage, Business to Business (B2B), Business to Consumer (B2C), Consumer Packaged Goods (CPG), Education, Energy, Entertainment, Finance, Government, Healthcare, Higher Education, Manufacturing, Pharmaceutical, Public Relations, Technology, Telecommunications, Travel & Tourism, and more

CREATIVE AWARDS

- London International Advertising Awards, New York Festivals, Creativity Annual, Communication Arts Design Annual, numerous local and regional ADDY's, Fortune magazine "Best Read Ad".

EXPERIENCE

Freelance Creative / Art Director

Kristof Creative, Nashville, TN | Nov. 2001 - PRESENT

- Development and management of projects consisting of over 10,000 assets
- Manage creative teams of Art Directors, Graphic Designers, Illustrators, Copy Writers, Web/Mobile developers, 3D Designers, Video Editors, and Social Media contractors
- Create marketing and campaign strategies for print, digital, social media, and SEO

- Creative direction, project and budget management, managing remote creative teams

Graphic Design Program Director / Creative Director / Higher Education Instructor

Nossi College of Art, Nashville, TN | Sep. 2016 - Feb. 2020

- Discovered financial discrepancy **saving \$27,000 a year** in marketing expenses
- Directed creative team in creating a comprehensive advertising campaign for a non-profit resulting in **\$18,000 in donations, 40% more** programs taught, and **reached 95.87%** more students.
- Managed Bachelor degree programs for Graphic Design and Web & Interactive
- Recruited and managed **18 Adjunct instructors**
- **Taught Design Thinking and UI/UX** processes as a foundation for creative development
- Taught all levels of advertising, branding, graphic design, typography, social media, and marketing courses

Associate Creative Director

Arnold Worldwide, McLean, VA | Apr. 2001 - Nov. 2001

- Managed creative team consisting of four Art Directors and one Copywriter
- Accounts; Mobil Oil, Mobile On-the-Run, STIHL, PNC Bank, McDonalds, and Citizens Bank

Associate Creative Director

Admine.com Herndon, VA | Apr. 2000 - Dec. 2000

- Concept, art direction, and copywriting of **52 campaigns in 8 months**
- Managed 10 creative's and daily operation of production department

Art Director > Senior Art Director

The Ramey Agency, Jackson, MS | Jun. 1995 - Oct. 1998

- Managed creative team consisting of junior designers, art directors, and production artists
- Accounts; American Diabetes Association, Mississippi Department of Economic and Community Development, Mississippi Division of Tourism, Southern Audio Systems, St. Dominic Hospital, Union Planters Bank, and USA Pawn

Junior Art Director

Young & Rubicam, New York, NY | Dec. 1992 - Apr. 1994

- Accounts; AT&T, Band-Aid Brand Band-Aids, Chef Boyardee, Colgate, Dr. Pepper, Holiday Inn, Irish Spring, MetLife, New York Telephone, PAM Cooking Spray, U.S. Army, U.S. Mint, and U.S. Postal Service

SOFTWARE

- Adobe Creative Suite; Photoshop, Illustrator, InDesign, Dimension, Audition, XD, and more
- Microsoft Office; Word, PowerPoint, and Excel
- Microsoft Teams, Slack, Skype, Messenger, Google Hangouts, Zoom, Basecamp, Monday
- Facebook, Instagram, LinkedIn, SnapChat, TikTok, Twitter, and YouTube
- WordPress (frontend dev) Theme design, plugin design, HTML, CSS, PHP, Coda, Transmit

EDUCATION

BFA Advertising — Art Center College of Design, Pasadena, CA