marc marvin

CREATIVE DIRECTOR

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OBJECTIVE

To manage creative operations and/or tasks assigned to make them both more efficient and while generating successful results. To develop intelligent strategies combined with flawless execution, produced on time and within budget constraints.

EXPERIENCE

Over the course of my career I have worked at advertising agencies, design firms and on the client-side in numerous capacities such as Creative Director, Art Director, Copywriter, Graphic Designer, Web Designer, Art Buyer, and Brand Strategist. This robust experience has provided me with the ability to creatively and effectively solve problems with various strategies and goals in mind.

As a result, I have produced a wide variety of successful and award-winning integrated work in diverse mediums including print, digital, video, outdoor, broadcast, ambient, collateral, direct mail, social marketing, promotions and point-of-purchase merchandising.

I understand those in positions of support as well as those in upper management and stakeholders, because I have held many of those same positions over the course of my career.

Managing workflow, establishing a process, strategic development, mentoring and building teamwork in a creative department has been both challenging and rewarding. This experience has provided me with a skill set to help any company's success and efficiency.

WORK HISTORY

October 2012 – Present: Freelance Creative Director
Clients: Riezebos Holzbaur Group, Visit Oakland, MacKenzie Communications, Dignity Health, Michel Schlumberger Vineyards, San Francisco State University, San Mateo Credit Union.

March 2012 – September 2012: Creative Director – Advertising and Interactive
Riezebos Holzbaur Group
Responsibilities: Hands-on creative development and direction. Manage a team of six designers, developers and traffic department. Build consensus between multiple departments, managers, vendors and direct reports. Delegate responsibities to appropriate staff. Staff motivation, evaluation, and retention. Meeting or exceeding company and client fiscal challenges. Satisfy senior executive management goals and expectations. Strategic and creative and design development. Clients: Bay Area Air Quality Mangement District, Visit Oakland, City of Palo Alto, Golden Gate Bridge Transit District .

May 2010 – February 2012: Senior Graphic Designer/Art Director/Copywriter
Jewish Community Center of San Francisco
Responsibilities: Creative development of advertising and design campaigns for institutional communications consisting of print and outdoor ads, banner ads, landing pages, emails, web graphics, fundraising development, posters, brochures, signage, flyers. Worked with stakeholders, management and attended press checks. Retouched artwork and produced press-ready digital mechanicals.

June 2007 – June 2010: Freelance Creative Director/Art Director/Designer
(Brainchild Creative, J. Walter Thompson, SenaReider, Doremus, Hamilton Partners, Baker Street Advertising, Riezebos Holzbaur Group, One World Communications, MacKenzie Communications)
Responsibilities: Manage and create television commercials, print ads, collateral, direct mail, web sites, banner ad campaigns. All projects were developed from strategy to concept to completion. Manage vendors, deadlines and budget constraints. Estimate and evaluate job costs, production schedules and work flow. Help develop strategies, objectives and tactics to meet client goals. Locate outsourcing opportunities.

September 2000 – June 2007: Vice President, Creative Director/Art Director/Designer
Pickett Advertising (Currently Baker Street Advertising), San Francisco
Responsibilities: Hands-on creative development and direction. Manage a team of creative professionals. Build consensus between multiple departments, managers, vendors and direct reports. Delegate responsibities to appropriate staff. Staff motivation, evaluation, and retention. Meeting or exceeding company and client fiscal challenges. Satisfy senior executive management goals and expectations. Strategic and creative and design development. Clients: PeopleSoft, Oakland Raiders, CVS Pharmacy/Longs Drugs, Owners.com, Vermeer, Academic Systems, Learning Network, Emerald Bowl, Infineon Raceway, University of San Francisco, Wine.com, National Basketball Association, Charles Schwab, Insurance.com.

February 1997 – June 2000: Associate Creative Director
Young & Rubicam Advertising, San Francisco
Responsibilities: Hands-on creative development and direction. Supervise other creatives, manage vendors, deadlines and budget constraints. Help develop strategies, objectives and tactics to meet client goals. Clients: Jeld Wen Windows, Golden Grain, Clorox, Motorola.

June 1994 – January 1997: Freelance Art Director/Copywiter
(Foote, Cone & Belding, Young & Rubicam, Hoffman/Lewis, Ketchum, Katsin/Loeb, Northstar at Tahoe)
Responsibilities: Hands-on creative development and direction.

April 1989 – May 1994: Senior Art Director/Copywriter
J Walter Thompson Advertising, San Francisco
Responsibilities: Hands-on creative development and direction. Help develop strategies and objectives to meet client goals.
Clients: Sprint, California Lottery, Stuart Anderson's Restaurants, Kaiser Permanente.

May 1984- March 1989: Art Director/Copywriter
Foote, Cone & Belding, San Francisco
Responsibilities: Creative development and direction. Help develop strategies, objectives and tactics to meet client goals. Clients: Levi's, AT&T, Epson,Holland America Cruise Lines, C & H Sugar, Alaska Tourism, California Raisins, Sunkist

EDUCATION
San Jose State University, Bachelor of Science, Graphic Design

AWARDS & PUBLICATIONS
One Show – Gold, CLIOS, New York Art Directors Club, ADDYS – Silver & Bronze, San Francisco Show – Gold & Silver,
Archive Magazine, Creativity Magazine

CATEGORY EXPERIENCE

Food & Packaged Goods
Sunkist, Taco Bell, Golden Grain, C & H Sugar, California Raisins, Hidden Valley Ranch, Near East

Sports
Oakland Raiders, Emerald Bowl, University of San Francisco Athletics, Infineon Raceway, Charles Schwab Cup, Northstar at Tahoe, National Basketball Association.

Green Marketing
Flex Your Power, Norcal Waste Management, Bay Area Air Quality Management District

Travel & Hospitality
Westin Hotels, Alaska Tourism, Holland America, San Francisco Convention & Visitor's Bureau, Visit Oakland

Technology & Telecommunications
Epson, PeopleSoft, Sprint, AT&T, Hewlett Packard, Insurance.com, Owners.com, Wine.com, mySimon.com

Home Improvement
Jeld Wen & Pozzi Windows, Orchard Supply Hardware

Medical & Pharmecutical
Kaiser Permanente, CVS Pharmacy/Longs Drugs, McKesson, Dignity Health

Retail
CVS Pharmacy/Longs Drugs, Raider Image Stores, Orchard Supply Hardware

Financial
Bank of America, Charles Schwab, San Mateo Credit Union

Leisure
California Lottery, Northstar at Tahoe, San Francisco Zoo

Fashion
Levi's, Mizuno Athletics

Nonprofits
San Francisco Child Abuse Council, San Francisco Conservation Corps, San Francisco Zoo, Career Ladders, Youth Tennis Advantage, Jewish Community Center of San Francisco, Marin County School Volunteers

Education
University of San Francisco, Learning Network, Academic Systems, San Francisco State University

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RECOMMENDATIONS
"Marc and I worked together as a well-oiled creative machine at Baker Street Advertising from 2000-08, and I have nothing but great things to say about him. Marc is a truly creative Creative Director and Art Director – both conceptual and executional, is excellent with clients and co-workers, persuasive in meetings, and very easy to work with. No matter the task, he will exceed your expectations."
Bob Dorfman, EVP, Executive Creative Director, Baker Street Advertising

"Marc was a pleasure to work with as we launched our first ad campaign for our organization. He was always very professional with the talent we worked with, and very personable as well. He has a great eye for detail and always brought strong creative to the table. I think Marc would excel at any project he puts his mind to."

Lindsay Wright, PR/Communications Manager at Visit Oakland

"I worked with Marc for over four years and I was always impressed with his creativity, strategic insights and enthusiasm. Marc is a great listener and also an excellent collaborator, internally and with clients. Committed to strong, integrated work across all channels, Marc is a problem-solver and creative leader. I would welcome the opportunity to work with Marc again."
Jill Melchionda, Account Director, Gyro Advertising