

STEPHEN J. PERKINS

Conroe, TX 77301 • Cell: (814) 323-4441

Portfolio: www.steveperkins.us • **Email:** hello@steveperkins.us • **LinkedIn:** www.linkedin.com/in/stephenjperkins

PROFILE: CREATIVE DIRECTOR / ART DIRECTOR

Extensive experience in corporate and non-profit branding through effective brand design

Comprehensive experience in directing creative service operations with expertise in design, advertising, and photography. Skilled in vendor relations, web design and budget management, including cost reduction and production streamlining utilizing cutting-edge technologies. Award-winning designer recognized with ADDY Gold and Silver awards, as well as a Best of Show, and Crystal Prism Award for Excellence in Design, from the AAF.

- Adept at branding, brand management and website development.
- Develop and implement highly effective, market-driven, consumer-based, brand-building solutions; conceive, create and initiate individual themes for diverse demographics.
- A respected manager, able to direct, train and motivate teams to peak performance.
- In every position, recognized for consistently surpassing goals in all areas of measurement.

CORE SKILLS INCLUDE:

- Strategic Planning
- Creative Strategy
- Product Marketing
- Photography
- PC & MAC Platforms
- Adobe Photoshop
- Art Direction
- POP Display Design
- Internet Marketing
- Cost Reduction
- Wordpress
- Adobe Illustrator
- Corporate ID & Branding
- Video Production & Editing
- Social Media
- Vendor Relations
- Photoshelter
- Adobe InDesign
- Team Leadership & Motivation
- Trade Show Display Design
- Presentations
- Project Management
- MS Office
- Adobe Premiere

ACHIEVEMENTS & EXPERIENCE

NORWICH UNIVERSITY, NORTHFIELD, VT • Director, Creative Services • 2/2013 – 6/2015

A private college with military tradition and 2,300 cadets, civilian residents, and commuters, as well as 1,200 online graduate students from 45 states and 20 countries.

Established Creative Services Group, including operational procedures and staffing. Charged with designing or directing the design and production of all university publications, brochures, newspaper ads, recruiting and fundraising materials and event advertising. Ensured consistent branding across all media for design aesthetic that was relevant to varied audiences. Directed creative team of two Graphic Designers, a Photographer and Copy Center staff, as well as freelance designers and photographers. Developed production schedules and assured highest quality output that was delivered on time, within budget and without errors. Managed Copy Center, including equipment, maintenance schedules, design, production and inventory control. Orchestrated all print production, including vendor selection and cost negotiations.

- Slashed printing costs for Admissions Department from \$400K to \$250K by bringing design in-house.
- Negotiated lower costs with regional print vendors.
- Saved more than \$100K in Copy Center costs.
- Cut project turn around time by more than 50%.
- Raised brand awareness through improved design and branding consistency.
- Internal clients utilized Creative Services Group instead of Administrative Assistants for layout and design.
- Designed numerous university websites and eNewsletters.

Award-winning designer. Photographer. Apple evangelist. Teacher. Experienced creative director. Coffee lover, Photoshop geek. Brit.

MERCYHURST UNIVERSITY, ERIE, PA • Art Director & Adjunct Faculty • 4/2006 – 1/2013

A 4-year liberal arts university with 4,000 students, and 450 faculty and staff.

Hired to build and develop the design functions within the marketing and communications department. Staffed the department with designers and set policies, processes and procedures. In charge of concept and design of university communications for external and internal audiences, including admissions collateral, social media and website design. Collaborated with department managers to identify and execute communication and design needs, particularly with Alumni Relations, Advancement and Admissions.

Directed staff of three graphic designers, social media manager and media/video specialist. Negotiated annual print contracts. Researched and purchased equipment and trained staff.

- Orchestrated consistent re-branding program as part of the change in status from college to university in 2012.
- Designed and produced alumni magazine, as well as collateral materials for development, fundraising, alumni relations and admissions, performing arts and athletics.
- Saved \$400K in printing and production costs; setup printing and vendor RFP process.
- Saved thousands of dollars by establishing full-service photography studio.
- Won five Gold and four Silver ADDY awards in 2011, and five Golds in 2010, well as Best of Show award.
- Taught classes in the 4-year Bachelor of Arts program; classes included Typography and Publication Design, Adobe Photoshop, Adobe Illustrator and Digital Imagery, Intro to Web and Interface Design, as well as Corporate ID and Branding.
- Redesigned Mercyhurst Magazine and the internal, employee, online daily eNews – The Morning Buzz.

HAMOT HEALTH FOUNDATION (UPMC HAMOT), ERIE, PA • Communications Project Coordinator • 3/2000 – 4/2006

A 446-bed hospital and Level II Trauma Center; 400 medical staff and 3,100 employees.

Originally hired to design and establish an intranet in collaboration with IT staff; designed interface screens and pages, as well as two versions of the main website. After completion of intranet project, transferred to Hospital Communications Department and setup an in-house design group to create and produce collateral including quarterly employee magazine, ads, posters and weekly newsletters.

- Designed and produced interactive CD-ROMs for the Hamot Heart Institute and the Hamot Bariatric Surgery Center.
- Created large format tradeshow graphics for recruitment, seminars and education.

Career Note: Details of early career success are available on request during an interview and include:

EMPIRE PAPER CORPORATION, OAKLAND, CA • ART DEPARTMENT MANAGER

TAL ADVERTISING, ERIE, PA • DIRECTOR OF GRAPHIC SERVICES & TRAFFIC MANAGER

GAMMA PHOTO, INC., CHICAGO, IL • PROFESSIONAL PHOTO LAB MANAGER

UNITED COLOR FILM COMPANY, INC., AJMAN, U.A.E. • TECHNICAL OPERATIONS SUPERVISOR

EDUCATION

Completed two years of the City and Guilds Program in Reprographic Technology & Graphic Design at Dunstable College in the U.K.