

TERRANCE CAMPBELL

RESUMÉ | ART DIRECTOR

SUMMARY

Innovative graphic design professional prepared to add experience, fresh graphic creativity to your team to generate superior quality branding, advertising and promotional operations, using advanced technologies and mutual devising strategies. Areas of expertise in the field of art direction, design team supervision of pre-production design and creation of electronic artwork for brand initiatives, as well as print production, finishing, and quality control processes. Skilled in hiring, training, supervising and mentoring talent.

EXPERIENCE

Graphic Arts Supervisor | Monarch Beverage | May 2012-present

Monitors the daily workflow of the Graphics Department; Provides art direction for graphic artists and maintains proper design standards. Plans, directs, and coordinates the graphics department activities as they relate to graphic design and the production of printed and promotional materials. Work directly with the Creative Director on high profile projects and in-house initiatives. Develops policies and procedures to improve department efficiency and attainment of company goal. Carries out supervisory responsibilities in accordance with the company's policies and applicable laws, including interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints, and resolving problems. Responsible for media inventory, ordering of supplies, budgeting, and maintenance of large & small format printers, department machinery and quality control.

Graphic Artist | Monarch Beverage | Feb 2012-May 2012

Create POS and large format advertisements for all accounts who carry products distributed by Monarch Beverage Co, throughout the state of Indiana. Coordinates the writing, designing, laying out, and printing of promotional signs, banners, flyers, and other promotional materials to provide customers with professional POS while following standard brand guidelines. Provides custom artwork for brand displays, account programs and supplier initiatives.

Volunteer Graphic Designer | Super Bowl Host Committee | July 2011-Feb-2012

Create branding and marketing pieces including flyers, logo's, posters, postcards/mailers and e-blasts for the Indianapolis 2012 Super Bowl Host Committee and their events.

Freelance Graphic Designer | Arts Council of Indianapolis | Nov 2008-Nov 2011

Designer for the annual Art & Soul festival, held every year in the city of Indianapolis during the month of February. Responsible for the branding of all marketing and advertisement materials; designs for postcards, invitations, save the date cards, web ads, newspaper ads, billboards, banners, and artist profiles.

Lead Designer & Production Manager | Cool Cayenne Authentic Printed Shirt Co. | May 2007-Aug 2011

Designed and managed the pre-production process for all custom apparel orders. Managed employees and print production, to ensure that all printed apparel meets our high quality standard. Also responsible for job allocation and monitoring the work flow throughout the business day.

EDUCATION

Ball State University | Bachelor of Science | Graphic Arts Management; Minor Business Administration | 2001-2007
Purdue University Calumet | Computer Graphics Technology | 2003-2004

ART LEADERSHIP SKILLS

Creative Team Management POS & Program Design
Brand Consistency & Implementation Print Production Management & Quality Control

AWARDS

2014 Tamarron Consulting Survey - Ranked #1 nationally in Merchandising/Sign-Making Capability.

SPECIALTIES

Art Direction, Team Management, Graphic Design, Adobe Creative Cloud, Photoshop, Illustrator, InDesign, Advertising, Fine Art, Branding/Logo Creation, Customer Service, Inventory Management, Marketing Materials, Material/Media Management, Microsoft Office, PowerPoint, Word, Excel, Print Production, Quality Control

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