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joshua nard

- > · 6 years agency work (RFPs, spots for 6/10 top agencies), 4 yrs broadcast, 2+ yrs C-level, consultant work
  - 4.5 years of emerging media and web project management experience, 2 years of account management
  - Fluent translation and visual problem solving of complex web apps and marketing objectives with teams
  - Evaluate and diagram brand, product strategies across web UX, streaming & social media platforms
  - Hands-on technical execution of marketing or web development ensure day one project launch success
- > Advance client goals with agency management flair and performance driven teams in streaming media, user experience, geo/social and data trends. Utilizing multi-dimensional advertising experience in every medium, I provide clients and teams comprehensive project management and ROI/metrics driven results.

Current: advertising, web development project mgmt consultant for two European and one Asian company.

> experience

**The Inland Real Estate Group of Companies**, Director of Web Marketing & Creative Design · 07.08 - 08.10  
Financial Investment Companies with over \$25B Commercial Real Estate Properties

- Multiple account director and manager of creative, web development and streaming video teams
- Report directly to company CEO for weekly status report on projects, client feedback & team performance
- Highly adept in identifying new client strategies with project discovery via diagramming, analysis phase
- Analyze, propose, manage RFP project budgets; evaluate full and part-time staff experience, chemistry
- Proven analytical skills, thin-slicing client needs, translating technical jargon into client business logic
- Approve staff and contract-based time sheets, PTO. Elevate team performance and assess merit reviews
- Wireframe UI architecture with database visual development to CSS/HTML prototyping, some mobile
- Spearheaded company's first social media platform, Ruby on Rails site and streaming media marketing

Result: 99% RFP wins & nearly doubled client ROV, halving schedule and costs with efficacious planning

**Ameriflex**, Creative Director of Web Marketing · 01.08 - 07.08

Clients: MPS, DCM, Holweg, Drent-Gobel, Weber, ATM

- Strategize 2008 advertising campaign encompassing print, on-line, and new media
  - Project manage and develop dynamic flash and xml data flexibility, web content
  - Connect strong business associations to the product with relational copy to drive call to action
  - Propose, budget, brand manage advertising campaigns: print, web and e-blast deadlines
  - Bolster targeted product knowledge with educational focused e-blasts, video streams with metric analysis
  - Break down client product technology benefits into comprehensive and impactful copy
- Result: Increased traffic on client site over 20% and moved Q1'08 sales by 12% over Q1'07.

**Draftfcb**, Senior Art Director of Emerging Media Department 05.06 - 12.07

Clients: State Farm, Kmart, CVS Pharmacy, Nokia, USPS, Brinks, Coors, SC Johnson, Yum! Brands

- Concept, direct and execute creative spots in broadcast & new media venues
  - Tested project management of multiple projects within deadlines and budgets
  - Capture target audience with simple, relative storytelling within brand management guidelines
  - Maintain brand essence for client with relational building with agency experience
  - High degree of broadcast, kiosk, new media and interactive for successful execution
  - Actively sought out emerging technology for relevant new advertising markets
  - Successfully designed and launched continental new media/kiosk network for large client
  - Monitored media engagement trends and tailored advertising to optimal 360 degree response metrics
- Result: Growth in State Farm N.A. product awareness lead to agency account growth by 30%

**Viacom / CBS 2** Chicago, Broadcast Promotions Designer · 07.02 - 05.06

Clients: Viacom/CBS Programming and Promo, ComEd

- Provided creative direction for new brand identity in promos, news opens, billboard/print, specials, topicals
  - Directed production crews and managed creative from storyboard to completion within budget, schedule
  - Managed multiple and tight, usually same-day deadlines within highly stressed environment with a smile
  - Project managed budget, creative boards/pre-production, location setup, production, and finishing
  - Expedient thinking and team collaboration necessary in same day sales and promotional deadlines
- Result: Shifted station's ranking from last place to 2nd in highly competitive market by 2006

>web project/account mgmt >web/streaming mgmt

>agency post project mgmt

>broadcast promotion



**Draft, Digital Kitchen, Radar Studios & DCM** Contract Motion/Interactive Designer 01.01-07.02  
Multiple Agency Clients: McDonald's, Virginia Electric, Sears Auto, Switchboard.com, Burger King  
· Concept and execute agency new business pitch work, spot finishing or broadcast design  
· Translate key client objectives into creative pitches yeilding successful agency account wins  
· Lead designer and front-end developer for html and flash B2B web sites and advertising

**HBO/Time-Warner** [Signcast] branded entertainment channel, Motion Designer · 06.00-12.00 (close)  
· Streaming content creation for emerging media channel/network start-up with global distribution  
· Art direct advertising supported branded entertainment in one day deadlines  
· Produced live action productions in conjunction with post finishing for advertising tie-ins

**Avenue Edit** /Somersault, (Agency Advertising) Motion Designer · 11.98 - 06.00  
Clients: Sears, Oldsmobile, Miller, ATA Airlines, Kohler  
· Lead Artistic and finishing support for design/visual effects group servicing top global agencies  
· Advanced technical knowledge of analog/digital broadcast tape and computer standards  
· High degree of organizational skills necessary to juggle multiple, daily agency requests and deadlines

Savannah College of Art & Design, Double Major, B.F.A. Video|Film & Animated Art/Design  
Four year scholarship, Art History minor

10 - 15+ years:

CS5 Photoshop · HTML · CSS · Flash · XML · After Effects · Illustrator · InDesign · Word, Powerpoint  
OS: Microsoft Windows 98, NT3.5-4.0, 2000, Vista, 7 · SGI IRIX · Apple Macintosh OSX

5-10 years:

Omnigraffle/Visio · Final Cut Pro · Acrobat Pro · Compressor · DVD Studio · Word · Pages · PPT · Keynote  
Quicktime, Windows Media: MPEG-2, MPEG-4, FLV, AVI, VP6, 3GPP, WMV9, .264, AVC, ProRes, P2

1-5 years:

PHP · MySQL · jQuery · jQTouch · FancyBox CSSEdit · Omnifocus · Joomla · Wordpress · Basecamp

Google: Docs · Adwords · SEO Webmaster · YouTube · Sketchup · dfp, ActionScript (general)

-1 year: iPhone and iPad UI Development in Xcode, Interface Builder · Quartz Composer (basic)

Project Management on MVC Development:

Javascript/AJAX · Ruby on Rails · Git · UAT · EXT Core · touch based app prototyping

Social marketing consulting: Twitter, Linkedin, Facebook, Streaming Media/YouTube.

Testing/usability: W3C compliance on: IE6/7/8, Firefox [Mac, PC], Safari, Chrome [Mac, PC]

2007 Bronze Promax/BDA North America award, Art Direction in an Image Campaign

2007 Tempo Award, CADM. State Farm

2006 Gold Promax/BDA North America award in Art Direction

2006 Silver Promax/BDA North America award in Title Design

2005 Emmy award Title Design nominee

2005 Silver Telly award for Art Direction

2005 Silver Telly award for Animated Title Design

2005 Discreet artist profile, article and NAB speaker on branding

2005 Promax/BDA magazine article on brand positioning in broadcast

2004 Emmy award for Title Design

2004 Promax/BDA road show guest speaker: "Importance of branding in media"

2004 Discreet National Association of Broadcasters "Best of Show" reel

2000 Silver Telly award in Design

2000 Bronze Telly award in Animation

