

Kevin Manklow
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Summary

An innovative, results oriented Art Director demonstrating the ability to combine creativity and business goals, while magnifying them with technology's potential, to deliver something exceptional.

Key Strengths

- Highly experienced in digital marketing, user interface design and creative execution integrated across multiple communication channels.
- A strategic Team Leader who has expanded and integrated creative studios to help ensure in-house cost savings, product growth and new business acquisitions.
- Recognized for developing large Consumer Brands, and National Campaigns. Ensuring the communication consistency across direct mail, radio, television, online advertising, (micro) sites, and brand sites.

Professional History

April 2007 – June 2009

Carlson Marketing Canada
Associate Creative Director (Interactive)

- Created user-centric design strategies for Websites, Social Networks, Online Advertising, and Applications for clients such as West Jet, Scotia Bank, Ford, RBC, Whirlpool Appliances, Bank Of Montreal and Research In Motion.
- Negotiate working arrangements, contracts and supervision of outside photographers, writers, animators and graphic designers to ensure adherence to design specifications.
- Manage departmental staff to ensure quality standards, budgets and time deadlines.
- Deliver unique conceptual/strategic thought and outstanding design, while maintaining the integrity of the client's brand.
- Oversee projects from initial concept through the production process and across a variety of communication platforms.

August 2001 – July 2006

The Loyalty Group, AIR MILES Reward Program
Senior Art Director (Interactive)

- Develop rich media advertising campaigns for numerous AIR MILES program sponsors and suppliers including: Disney, General Motors, American Express, Universal Music, DreamWorks SKG, West Jet, Sony, Panasonic, LCBO, Rona and many more.
- Cross-develop marketing material to ensure a consistent communication and creative approach across all media platforms.
- Create a new brand identity and oversee the implementation across all interactive channels. This resulted in a brand ambassador role representing the AIR MILES throughout Canada.
- Create implementation guidelines, to communicate new standards to regional stakeholders.
- Develop and manage creative teams and production editorial staff, budgets and organizational responsibilities.

July 1999 – May 2001

ePod Corporation - Rich Media Advertising
Senior Art Director

- Created the user interface and navigational structure for core product adopted by Disneystore.com, IBM, NBCi, Arts and Entertainment Network, Telus, Columbia TriStar, General Motors and Entertainment Weekly.
- Responsible for the creation of integrated rich media applications for advertising agencies delivered to end-users through a web-based interface.
- Develop project specification documents, style guides and implementation guides.
- Creative team management of seven Art Directors.
- Sales training of core product and implementation.

January 1998 – June 1999

Loop Enterprise
Graphic Designer

- Senior Designer involved in the development of all print and interactive material.
- Meet with clients to determine the requirements for their web site.
- Create prototypes and production templates.
- Develop and meet production work plans and schedules.

Freelance Experience

Defiant Empire Productions / Fantastic Films

Concept designs, Storyboard and brand creative for upcoming television and feature films.

Rebellion Interactive Design

Web design for sales and marketing material.

KARO Design

Graphic design for charity based projects.

Education

1999 Humber College - Digital Publishing

1997-1998 Humber College - Advertising and Graphic Design

Awards and Achievements

Achieved numerous graphic design awards including a 2008 CMA Silver Award, International Bata Shoe Design competition award.

Interests

My interests include classical illustration and a range of mixed martial arts.

References

Available upon request.