

## Summary

Seasoned creative and marketing professional with degrees in graphic design, communications and marketing. Employing the synergy between art and marketing to achieve organizational objectives.

- Over 10 years experience in creative advertising and marketing
- Extensive experience concepting and designing branded marketing collateral
- Proficient in web development and social media
- Proven leadership and management skills
- Extensive project management and cross-functional teamwork experience

## Professional Experience

### Marketing Consultant/Graphic Artist

brianponikvar.com (Marketing and Design Services) • Newport Beach, California • 2006 to Present

- Developed client base by marketing and promoting business among various industries, achieving annualized growth of 45% over the first 2 years
- Produced branded marketing campaigns by designing layouts and writing copy for brochures, print ads, event promotion materials, magazines, newsletters, Powerpoint presentations, e-newsletters and websites, creating consistent and focused marketing communication
- Employed illustrators and photographers by negotiating fees and directing their work, finishing projects consistently on time and on budget
- Serviced client accounts by consulting on and presenting creative strategies, gaining timely approval of projects
- Managed business operations by budgeting, job trafficking and accounting, maintaining business solvency and growth

### Senior Art Director

Practice Builders (Healthcare Marketing Agency) • Santa Ana, California • 1997 to 2006

- Lead artistic direction of marketing strategies for multiple clients at a time by concepting, collaborating with writers and designing projects, realizing an average of 5:1 client return on investment
- Managed large projects by negotiating fees with and supervising work of freelance graphic artists, illustrators and photographers, consistently completing projects on time and on budget
- Lead new product task force by creating and implementing process for idea generation and evaluation, launching 2 new products within the first 90 days
- Worked harmoniously with teams of writers and account executives by leading, collaborating with and motivating members, routinely breaking monthly agency production records
- Designed and branded employee incentive program, achieving more consistently departmental production goals

### Graphic Artist/Copywriter

European Computer Sources (Computer Trade Publication) • Brussels, Belgium • 1996 to 1997

- Founded creative department for start-up office by researching and acquiring equipment within budget, developing workflow procedures and designing advertisements for debut publication, beating deadline by 3 days
- Managed monthly advertising section of multiple-language-edition publication by coordinating multinational team of translators, printers and service bureaus, consistently meeting production deadlines
- Produced ads for clients by developing advertising strategy, writing copy and designing layouts, producing 20-30 ads per month
- Improved departmental efficiency by training designers to leverage software capabilities, significantly reducing task time
- Supported sales team by designing numerous proposal ads, persuading clients to sign insertion contracts of \$50,000 to \$100,000

## ◆ Additional Experience

### Graduate Student Consultant

RMI Insurance Services • Laguna Hills, California • 2002

- Performed market research by designing and conducting customer surveys, determining buying behavior and company strengths and weaknesses
- Identified market opportunities by researching and segmenting market, targeting most opportunistic segment based on company SWOT analysis
- Formulated marketing strategy by developing service positioning, distribution, promotion, budget and control systems, creating a targeted marketing initiative within budget
- Implemented marketing strategy by crafting brand image and writing and designing promotional materials, resulting in marketing-based communication materials

## ◆ Applicable Skills

- Strong visual and problem-solving creativity, advanced business analysis, strong written and oral communication, demonstrated leadership, extensive teamwork experience, proven self-starter
- Proficient in InDesign, Photoshop, Illustrator, Dreamweaver, standards-compliant web design (XHTML, CSS), Word, Excel, and PowerPoint
- Working knowledge of Flash, WordPress web development, social media marketing, email marketing, search engine optimization and web analytics

## ◆ Education

### MBA – Marketing

Mihaylo College of Business and Economics, California State University Fullerton

### BA – Communications (Advertising)

### Minor – Graphic Design

College of Communications, California State University Fullerton

## ◆ Portfolio

- Available at [www.brianponikvar.com](http://www.brianponikvar.com)