

DAVID R. STREET

Experienced Creative Director and Designer



QUALIFICATIONS

Exceptionally creative and organized leader who will:

manage the creative team. Experienced in directing and supervising a diverse team of creative professionals. Proven ability to manage projects from planning through execution while collaborating with client, creative and account management teams.

create brand consistency. Highly involved in both developing marketing strategy and creating consistent corporate brand identity and integrated corporate communications.

streamline processes and procedures. Brings knowledge of best business practices to creative team to ensure smooth production and timely delivery of all marketing materials.

improve quality control. Review all creative output—from both internal and external resources—to ensure projects are consistent with brand standards and meet client's stated goals and objectives.

produce award-winning design. Hands on designer and illustrator whose work has been recognized by many local and national design competitions.

Areas of Expertise:

- ◆ Creative Direction
- ◆ Brand Management
- ◆ Strategic Marketing
- ◆ Team Leader & Mentor
- ◆ Client Presentations
- ◆ Graphic Design
- ◆ Illustration
- ◆ Copywriting & Editing
- ◆ Ad Campaigns
- ◆ Corporate Collateral
- ◆ Logos & Branding
- ◆ Direct Mail
- ◆ Web & Interactive
- ◆ Video Production

CAREER HISTORY

Company: Technica Corporation
Industry: IT Solutions for the Federal Government
Title: Senior Marketing Manager
From: August 2009 to Present

Technica[®]

Description: Manages all marketing projects, as well as being responsible for the design and production of various projects including; creative development of internal and external websites, collateral, presentations, tradeshow and event materials, press releases, proposal videos, and various sales tools that promote the organization. Created and executed marketing plans for co-branded partner marketing efforts including print, radio and online ads.

Sole designer for all customer-facing marketing materials including print, web, and tradeshow. Designed and developed all aspects of corporate branding including writing and maintaining Marketing Style Guide and Brand Standards Manual.

“David is a consummate professional with excellent creative skills. He is very thorough and thoughtful in his work and makes sure that his output truly reaches and attracts his target audience with a strong and attractive message. David and I worked together at Technica creating a Social Network plan where none had existed before. He was a pleasure to work with through that process and I am proud of the work we accomplished.”

Toni Potter

Director of Recruiting
American Systems

Company: JDG Communications
Industry: Strategic Marketing and Branding Firm
Title: Creative Director
From: December 2006 to June 2009

JDG Communications
Strategic Marketing By Design

Clients: General Services Administration, American Psychological Association, Environmental Protection Agency, QinetiQ, U.S. Fish & Wildlife Service.

Description: Senior management role as strategic collaborator with clients, account management and creative team in the production of print, and online materials for government, corporate and non-profit clients. Managed team of designers and produced hands-on design work and branding.

Responsible for the strategy, design and production of a new graphic identity for Prison Fellowship Ministries. Created new look and feel for parent organization as well as two program-level brands. Also wrote copy for, and designed, Graphic Standards Manual detailing brand execution.

“David gained the respect of his colleagues by his creative insight and strategy. He also was highly respected by our clients for his ability to understand their business objectives and deliver results that supported them. He is calm under pressure and meets critical deadlines to achieve successful outcomes.”

Len Johnson

President & CEO
JDG Communications

DAVID R. STREET

Experienced Creative Director and Designer



Company: Vance International, Inc.
Industry: Security and Investigation Consulting Services
Title: Director, Creative Services
From: June 2005 to February 2006
Description: Responsible for rebranding and executing several global campaigns on behalf of the company and the new brand that had just been introduced to the market. Designed integrated marketing campaign around company's security services at the 2006 Winter Olympic Games in Torino, Italy.



Software Skills:

- ◆ Adobe Creative Suite: (Photoshop, InDesign, Illustrator, and Acrobat)
- ◆ Microsoft Office Suite: (PowerPoint, Excel and Word)
- ◆ Final Cut Pro X
- ◆ WordPress

Company: GTSI Corp.
Industry: IT Products and Services for the Government
Title: Manager, Creative Services
From: April 2001 to May 2005
Partners: Over 1,300 manufacturers including: Sun Microsystems, HP and Panasonic.
Description: Management of diverse in-house creative team that included three print designers, two web designers, two project specialists, a copywriter, and the traffic manager. Supervised development and implementation of complete brand overhaul of all marketing materials for GTSI and their partners in conjunction with outside branding firm and advertising agency.



“David...was incredibly detailed (always presented the marketing team with a project plan, timeline and costs), a creative pioneer (sensitive to the continuity of brand standards) and thoughtful in his campaign presentations and communications. These attributes were replicated in every project that David was involved in, including his ability to maintain an even keel disposition... and particular strength in problem solving.”

Amber Cooley

Marketing Manager

GardaWorld (formerly Vance International Inc.)

Company: EVD Advertising
Industry: Advertising Agency
Title: Executive Art Director
From: February 1999 to March 2000
Clients: Blackboard, Digex, Enterworks, Huthwaite, Treev.
Description: Art direction and supervision of team of three permanent, and two full-time freelance, print designers. Redesigned EVD logo and corporate stationary suite. Logo was selected for publication in the LOGO 2001 competition.



“David provided clear direction and leadership in a fast-paced environment that was constantly in flux. [Our] in-house ad agency was as busy as any external firm out there...and he kept things under control despite the variable environment.”

Art Parnell

Senior Manager—Web Design, Development,

Production & Infrastructure

GTSI Corp.

Company: West + Associates, Inc.
Industry: Design and Marketing Firm
Title: Senior Designer/Illustrator
From: February 1996 to February 1999
Clients: AMS, Bell Atlantic, GlobalOne, The Kennedy Center.
Description: Designed and illustrated of a variety of B-to-B and B-to-C marketing materials. Designed and illustrated employee intranet site for AMS that was featured in Print's Digital Design Annual competition.



“David is a very talented Creative Director with both good management capabilities and hands-on experience in producing and leading creative executions from concept to final. His talent, expertise and professionalism would be an asset to any agency or in-house marketing department.”

Rachel Deutsch

Vice President/Creative Director

EVD Advertising

Company: Streetworks Studio
Industry: Design and Illustration Studio
Title: Owner/Designer/Illustrator
From: January 1981 to February 1996
Clients: America Online, National Institutes of Health, The Washington Post, Federal Trade Commission.
Description: Responsible for all phases of running an independent design and illustration studio. Designed and illustrated CD package for AOL's direct mail acquisition team. Package drove higher response rates compared to the control creative and was a winning creative for two consecutive months.

