

CHRISTOPHER A. MOTIL

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Creative Director with over 20 years of conceptual and technical expertise in development of campaigns that articulate client products and services.

CAREER

Vice President / Creative Director

Present
June 08

umhumm | creative studio, West Palm Beach, FL

- ▶ Develop creative guidelines and direct creative work that includes branding, print collateral, direct mail, websites, email campaigns and mobile applications for all clients.
- ▶ Oversee project budgets and business taxation.
- ▶ Maintain scheduling of staff creative projects.

Creative Director

June 08
April 06

First Marketing, Pompano Beach, FL

- ▶ Director of the automotive division for national and regional accounts at direct mail marketing firm.
- ▶ Project managed workload for 2 staff and 3 off site personnel.
- ▶ Overall productivity guided by Six Sigma practice.

August 03
July 97

Scholastic Inc., NYC

- ▶ Director of Reprint Art Department for the world's largest children's book publisher.
- ▶ Art directed 3 staff and 14 freelance graphic designers.
- ▶ Facilitated yearly production of 1000 titles for the school market.
- ▶ Attended weekly scheduling and book status meetings between art, production, editorial, and manufacturing department managers.
- ▶ Introduced new software and trained staff on new procedures.

Art Director

April 06
October 04

First Marketing, Pompano Beach, FL

- ▶ Direct mail agency with national accounts.
- ▶ Accounts included health care, financial, telecommunications, automotive, travel and retail.
- ▶ Mentored 5 staff and 3 freelance graphic designers.

February 97
May 92

MacMillan/McGraw-Hill, NYC

- ▶ Director of Autography for Share the Music K-8 project, a Texas-led, 10-state adoption program.
- ▶ Created high resolution files for teacher and student editions.

CLIENTS

USPS
EDDM2go
Texas Board of Education
California Board of Education
Gatorade
Subway
Butterball
Nations Health
Blue Cross Blue Shield
BioMotion Foundation
Epix
Pozen
HAP
Aspen Valley Hospital
Sebastian River Medical Center
Nextel
Cablevision
Comcast
Wells Fargo
Farmers
LaSalle Bank
PNC
SunTrust
Claude Nolan Cadillac
Dave Mungenast Automotive
Bob Taylor Automotive
Harley-Davidson
Kundert Volvo
Susquehanna Dodge
Opus South Corporation
WCI

AWARDS/RECOGNITION

Communicator Award of Distinction (silver) 2009

Silver Aster Award 2009