

Kevin Blandon

R E S U M E

braintank.net
561.317.6781

EXPERIENCE

CREATIVE DIRECTOR,

Cotton Co. - 2011 - Present

I thrive in an energetic, challenging and rewarding environment. I am recognized for:
Producing breakthrough creative, from concept to completion, that is on target and gets results. • Pitching and winning new business, as well as developing trusted, strategic client relationships. • Managing and mentoring up to 50 people in art and traffic department, with experience hiring, goal setting and performance reviews. • Creating and managing brand identities, both global and local, across multiple mediums and markets. • Developing customer-focused interactive, print and broadcast communications, including websites, social media, e-marketing, VOD, corporate identity, sales collateral, trade shows, direct mail, signage, presentations and POS. • Approaching every challenge and opportunity with integrity, respect, ingenuity, open-mindedness and hard work.

CREATIVE DIRECTOR, Owner

Braintank, Advertising Agency - Royal Palm Beach, Florida - 2008- 20011

CREATIVE DIRECTOR,

Marketing Innovations, Advertising Agency - Boynton Beach, Florida - 02/2001- 2008

Worked diligently to infuse a fresh aesthetic into environmental graphics, consumer ads, and catalogs for clients including D.R. Horton homes, Lowell Homes, Bank Atlantic Center. Managing and overseeing a team of 6 artists, Maintaining production and creative workflow. Responsible for creating brands, designing, producing ads for national magazines.

- Web site design and maintenance including content updates, optimizing graphics and navigational restructuring
- Multi-media CD's design.
- Manage multiple simultaneous projects meeting financial budgets and time frames
- Corporate identity creations and campaigns. (Brochures, direct mail, sell sheets, print ads, web, radio spots and commercials)

SKILLS

- Joomla
- Wordpress
- Flash
- HTML
- 3d Studio Max
- Dreamweaver
- Illustrator
- PhotoShop
- QuarkXpress
- In-Design
- Experience in Photography
- Experience in pre-press
- Wide knowledge of printing production process

MAC and PC - Expert Level.

- Extensive knowledge of computers and graphics software
- Well-rounded experience; graphic design, photography, art direction, typography, photo processes, mechanical production and graphic arts equipment
- Self starter with proven ability to transform conceptual ideas into robust and creative results
- Effective team member and individual contributor with ability to take multiple projects from concept to completion
- Exceptional problem solving skills, attention to details and organization

EDUCATION

03/1994
International Fine Arts College
Miami, Florida
Graphic and Web Design
Bachelors Degree

REFERENCES

Name: Lisa Hargrove
Company: Marketing Innovations
Title: President
561.742.2994

Name: John Marenic
Company: Marenic Food Service Consultants
Title: President
954.227.7970

Name: Seth J. Katzen
Company: SethJoseph & Co., LLC
Title: President
561.352.7151

Name: Paul Forburger
Company: Noble Properties
Title: Senior Vice President/Senior Property Manager
561.966.0070

AWARDS

- 2008 - Named a winner in the CREATIVITY Annual Awards competition for design of the Hidden Bridge Estates website. www.hiddenbridgeestates.com
- 2006 - BEST Awards - Platinum Award for The Best Brochure design. For Highlands Reserve
- 2005 - BEST Awards - Platinum Award for Corporate Website. For North Star Homes
- 2004 - BEST Awards - Platinum Award for best radio spot. For Lowell Homes

WEB WORK

www.akoyabocawest.com (Real Estate Development)
www.vuesarasotabay.com (Real Estate Development)
www.schoonerbaybahamas.com (Real Estate Development)
www.peninsulaboynton.com (Real Estate Development)
www.thirtythreedowntown.com (Real Estate Development)
www.leonels.com (upholstery)
www.devonjuliacahan.com (photography)
www.raminvestigations.com (private investigation)
www.ayso345.com (pro-bono)
www.thecottonsolution.com (advertising agency)
www.doctordimarco.com (Chiropractor)

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