

DanMoyer | Resume

An experienced tech-savvy creative marketing director and designer with multidisciplinary expertise. Over eleven years experience with hands-on “concept through completion” development of thousands of successful marketing tools from comprehensive multiple media creative solutions to advertising items a-la-carte. Educated in Branding, Graphic Design, Ad/PR Communication and Marketing, looking to provide creative services for print, Internet and multimedia purposes, in a freelance, or employment capacity. My objective as a Creative Executive is involvement in hands-on projects using my diverse skill sets as a director/designer/writer for print, web & multimedia, in an environment conducive to challenge, continued education, and an opportunity to raise the bar of my expertise.

Work²

Planlogic Design Co. | Creative Director
Philadelphia / Baltimore | June 2001 - Present

Coordinate Client branding, print, web, and marketing projects from concept through completion. Manage all operational, strategic, financial, quote/bid, vendors, ordering, staffing, sales, estimating, billing/invoicing and administrative functions.

Clients: Nike, STX, Legg Mason, Dentsply, Ad.com & AIGA.

JAWS Marketing | Designer / Sales
MD / PA / NJ | June 2006 - Present

Provide client concepts, designs, presentations and internal collateral for sales team. Pre-press and production file set up for printing and promotional vendors. Sales and marketing representative for MD, PA and NJ.

Clients: Comcast Sportsnet, Saint Joseph Univ., & CBS Radio.

Truancy Board Co. | Designer / Sales
East Coast Territory | June 2001 - June 2006

Built company brand, marketing collateral, POP, tradeshow and designed company's line of soft & hardgoods. Managed manufacturing, distribution, sales and promotion events.

Legg Mason, Inc. | Graphic Designer
July 2000 - June 2001

Created magazine, newspaper, and online advertisements designs, direct mail, as well as internal collateral projects comprised of presentations and brochures.

Threedezin | Freelance Designer
November 1998 - July 2000

Developed client branding including logos, direct mail campaigns, trade show booths and event invitations.

Non-Profit³

American Institute of Graphic Arts | Program Chair

Responsible for program concepts, speakers, venues, and promotion of Baltimore Chapter events and relationships with other non-profits and community outreach programs.

ALL Will Be Well Foundation | Co-Event Chair

Designed and developed event identity. Organized venue, sponsors, catering, volunteers, donations and promotions.

Education⁴

Printing & Imaging Industries of Maryland
Class: Adobe InDesign | 2004

Maryland Institute College of Art
Class: Macromedia Flash | 2003

The Art Institute of York, PA
Degree in Specialized Technology
Major: Graphic Design | 2000

Pennsylvania School of Art & Design
Classes: Fine Arts & Adobe Illustrator | 1998

Attended Local & National Events, Seminars & Conferences:
Design, Marketing, Sales & Software | 1998-2011

Skills⁵

Advertising | Marketing | Design | PR | Promotion
Marketing/Creative Director | Project Manager
Business/Product Development | Creative Writing

Graphics | Pre-Press Production | Photography
Corporate Identity & Brand Image Development
Theme Graphics & Environments in Multiple Media
(Print, Web, Multimedia, Fabricated, Constructed)
Interior Design Consulting & Space Planning

Websites | PowerPoint Presentations | Web Project
Management | Domain Host Provider

Entryways | Streetscapes | Custom Signage
POP & Displays | Animated LED Displays & Signs

MacOSX | Windows
Word | Excel | Powerpoint | Outlook | Adobe Suite:
Illustrator | InDesign | PhotoShop | Acrobat
DreamWeaver | Flash | Corel Draw | Quark

Volunteer⁶

KRSF Foundation | MS Walk | ALL Will Be Well |
Drexel Love's Philly | Federal Hill Main Street Assoc.

Awards⁷

Art Directors Club of Metropolitan Washington
53rd Annual Show | Project: Self-promotion

Online portfolio: www.plan-logic.com