



Steve C Dole

24054 Saint Moritz Drive, Valencia, CA 91355
t: 661-254-8293 c: 661-857-4786 f: 661-287-9230
sdole@sdcreativeservices.com

Steve has been a successful Designer and Art Director for a national advertising communications agency for more than a decade, who consistently meets deadlines and budgets with uncompromising creativity and imagination. Prior to that, he contributed in art direction and graphic production with both freelance work and various ad agencies. He has been responsible for the development of creative campaigns and communications materials for multiple Fortune 500 companies and major brands.

With extensive experience interfacing with multiple vendors and outside creative sources, Steve brings a full range of services on any project, no matter how small. He quickly understands the business goals of the organization and provides creative results, while being flexible and cool under pressure. He executes a full range of advertising, print / web design and production, branding, large format promotion, and ancillary creative services.

- **Project tracking:** Steve will implement and manage each project from conceptualization to conclusion independently or in concert with other teammates and vendors. He supervises staff across multiple locations. Relationships are managed for on target turn around of critical, time sensitive projects.
- **Budget Management:** He has managed full creative organizational budgets as well as specific projects for on-time, within budget results. He has provided innovative, effective results with the most modest budgets, but also wielded \$1.5 million to best possible results.
- **Computer:** Steve brings strong computer skills to his work on both MAC and PC platforms: MS suite, and graphic design software—QuarkXpress; Adobe Creative Suite: InDesign, Photoshop, Illustrator; HTML; Dreamweaver; Flash and SoundStudio. He was instrumental in collaborating on computerized resources for design tasks at several design organizations. His effective utilization of software helps keep projects on time and costs down.
- **Training & Education:** Steve is degreed in Advertising Design, having studied at Los Angeles Valley College, CSUN, College of the Canyons, and Otis Art Institute of Parsons. As he is always updating his skills, he's pursuing business/marketing at the University of Phoenix, Woodland Hills.

CORE COMPETENCIES

Creative Direction; Project Leadership; Key Account Management; Client Relations; Brand Development; Vendor Management; Design for Web & Print; Staff Supervision & Mentoring; Print Production

SUMMARY OF QUALIFICATIONS

- Versatile and dynamic professional with expertise in design and marketing/communications.
- Effective leader able to inspire creative teams to deliver projects on time despite tight deadlines and competing priorities.
- Record of creating on-target concepts that generate strong response.
- Broad knowledge base and experience supporting clients across multiple industries.
- Adept at directing video and photography shoots both in studio and on location.
- Creative, intuitive, and articulate.

RIDDING THE WORLD OF BAD DESIGN

I started out as one of those kids who used to draw and scribble all day long, even when I wasn't suppose to. Finding new ways to explore shapes on a page became a favorite past time of mine as I went through school. Then along came computers, and well, the world changed dramatically for me. I fell in love with typography and how it can intertwine with design assets for both print materials and the web early on and never looked back.

I still continue a craving to push good design onto people. And with the help of my experience, the talent I gather around me, and the caffeine squeezed from countless coffees and Diet Cokes, I can make it happen for you. Working with clients to bring an idea to reality is the basis for why I chose this field. When clients talk, I listen and good things seem to happen and develop.

Technology, and what seems like weekly advances in software, can be overwhelming. But I try to bridge the gap between what is desired and what can really be accomplished from project to project. Working with me brings a partnership to your enterprise that will hopefully increase sales and profitability, and ultimately, your success.

I currently reside in beautiful Santa Clarita, CA with my wife and two dogs. Two daughters are currently in college, and when time allows I play guitar and sing at my church, and (by night) with my band for a good bottle of wine.



Listen. Create. Deliver.

Professional experience on page 2



PROFESSIONAL EXPERIENCE

BERNARD HODES GROUP (part of the Omnicom Group, Inc.) , Marina Del Rey, CA
Senior Creative Director (1998 – 2008)
Senior Art Director (1990 – 1995)

Developed creative campaigns and communications materials for several Fortune 500 companies, including: *Lending Tree, The Coffee Bean & Tea Leaf, Huntington Hospital – Pasadena, Fresh & Easy Neighborhood Markets, and Amgen.*

- Directed multiple vendors, outside creative sources, production department, and freelance talent on daily basis; mentored and supervised staff of 8 spanning multiple locations.
- Liaised between client marketing/communications and agency creative department, providing brand protection to agency projects.
- Earned several Employment Manager's Association Creative Excellence awards, including Grand Prize award for general communication video for Yukon Kuskokwim Health Corporation in Alaska.
- Planned and directed development of multiple, ongoing projects in both print and Web-based media; contributed to management of account budgets of up to \$1.5 million.
- Conceptualized and designed employee communication materials and recruitment advertising under impossible deadlines.
- Decreased clients' cost-per-hire rate, as result of successful campaigns.
- Consolidated complex entities such as Oregon Health & Science University and University of Washington under one creative umbrella to strengthen their employer brand and save human resources expenses by having all employee communications speak in one message.
- Reduced expenses by streamlining project management and graphic production methodologies.
- Prepared and contributed to delivery of client presentations.
- Oversaw development of and provided a wide range of services, including: print advertising, brochures, sales support materials, collateral materials, corporate communications, training/meeting materials, logo and corporate identity development, direct mail material, trade show displays, Web site design, package design, and promotional items.

BSA ADVERTISING, INC., Century City, CA
Regional Creative Director, Western Region (1995 – 1998)

Developed and led creative projects from concept to completion. Directed team of production artists and copywriters. Supervised costs and estimating for original creative and visual print marketing materials.

SD CREATIVE SERVICES, Santa Clarita, CA
Freelance Designer (1999 – Present)

Currently attracting a diverse client base and providing full-service design and production work, including Web, corporate identity, and advertising projects. Partial client list include: SDS Records, International Right of Way Association and AspenBeach Consulting

EDUCATION

LOS ANGELES VALLEY COLLEGE

Associate of Arts Degree
Occupational Certificate: Advertising Design

OTIS ART INSTITUTE PARSONS, Los Angeles

Selected course study in design

ABCO TECHNOLOGY, Los Angeles

Selected course work in Dreamweaver & Flash

UNIVERSITY OF PHOENIX, Los Angeles

Currently enrolled in Bachelor of Science in Business/Marketing program

COMPUTER SKILLS

Software: QuarkXpress® 6.5 & 7.3; Adobe® Creative Suite 3—Photoshop, Illustrator, InDesign, Dreamweaver, Fireworks, and Acrobat 8; Microsoft Word, Microsoft PowerPoint Excel & VM FusionWare

Language: basic understanding of XHTML & CSS programming

Operating Systems: Macintosh system10.5 (primary) & PC Windows XP & Vista (secondary)

A list of personal references and salary requirements is available upon request.

Work and services site: www.sdcreativeservices.com
www.linkedin.com/in/stevedole