

Tracy Thomas

Creative Director

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trottlebee
BRANDING · GRAPHIC DESIGN · APOTHECARY

Executive Summary

Expert **Creative Director** with 15+ years of experience delivering first-class art production and marketing concepts to diverse industries that increase brand awareness, boost readership, and advance organizational mission. Combines impeccable design sensibility, strong copywriting expertise, and keen focus on quality to produce high volume of cost-effective communications within promised deadlines. Strategic and hands-on project manager who delves into and effectively combines all granular elements of a creative campaign. Regarded for an ability to adapt work processes and corporate identities to shifting organizational priorities and audience preferences. Areas of expertise include:

Art Direction § Creative Direction § Graphic Design § Publications Management § Branding & Brand Positioning § Copywriting § Editing & Proofing § Competitive Analysis § Photography/Photo Shoot Direction § Software Training § Project Management § QC & QA § Strategic Planning § Outsourcing § Vendor Relations § Cost Reduction § Process Improvement § Editorial Scheduling § Workflow Optimization § Budgeting § Expense Control § Client Relations & Retention § Presentations

Director of Visual Identity and Publications

Jun 1998 - Present

[Birmingham-Southern College](#)

Promoted from Associate Director of Publications

Nationally ranked private liberal arts institution with 500 employees, 1.5K students, and \$64M endowment.

Director of Visual Identity and Publications

(Promoted from Associate Director for Communications, Publications). Direct full production lifecycles of 300+ annual publications from concept through final publication, including quarterly alumni magazine, annual reports, and admissions collateral. Position Creative function as a key element of the organization's value chain and partner to 30+ internal departments. Manage and maximize \$550K+ printing budget.

Scope of diverse art direction and project management responsibilities includes vendor/printer relations, graphic design, brand management, copywriting, and photography. Continually challenged to create promotional materials and new brand standards that boost donations and elevate college as leading academic institution.

§Orchestrated dramatic modernization of college's corporate identity that invigorated recruitment and fundraising. Successfully pitched value of shifting brand away from college seal and defined all-new logotype. Harmonized new brand across all official college publications and ensured consistency by educating all stakeholders on new standards.

§Established in-house scanning and color correcting system that cut prepress production costs 20% and project completion time 30%.

§Increased alumni engagement and donations by overhauling alumni periodical from tabloid format to full high-gloss magazine. Integrated new corporate identity into layout. New format inspired \$10K from single donor.

Senior Sales Promotion Coordinator

Aug 1995 - May 1998

L. M. Berry & Company

Microsoft Office



Includes MS Word, Excel and Powerpoint. These are, indeed, essentials for the office.

Corel Graphics Suite



QuarkXpress



Adobe Acrobat



This is the tool that makes telecommuting possible. It also makes proofing child's play. Saves paper/ink. Rounds out the Creative Suite beautifully.

Adobe Illustrator



Another benchmark standard software program. The best tool for logo creation and any vector-based illustrations you need.

Adobe Photoshop



The benchmark standard for image editing---what more can I say? It's an indispensable tool for professional designers.

Adobe InDesign



This is my software of choice and my default for publications design. I've been using it since its introduction to the mass market a few years ago, and I love it.

Trottlebee Portfolio

Provider of marketing advertising and marketing services to small and medium businesses with \$1M+ revenue and 2.6K employees in 39 states. Specializes in search engine marketing, internet/print directories, and online videos. Subsidiary of AT&T Southeast.

Senior Sales Promotion Coordinator

Conceptualized, designed, and rolled out visual sales collateral to facilitate business growth. Quickly and efficiently turned around clean deliverables based on demographic data and consumer market trends. Held accountability for production budgets and established editing proofing, production, and distribution processes. Produced multimedia and audiovisual slides for executive presentations at industry conferences, sales banquets and training programs.

§Increased visual brand consistency by instituting standardized graphic templates for all official sales collateral companywide. Boosted sales force's confidence and use of visual collateral 200% over 2 quarters.

§Designed, edited, and published internal newsletter for South Central Area. Directed editorial schedule involving 5 division editors and 13 field reporters, and print vendors. Created look and feel based on AT&T corporate standards.

§Slashed ramp-up period for new sales hires by 2-3 weeks by streamlining training process and creating comprehensive manual eventually adopted as official company onboarding guide.

Championed corporate giving initiatives and charitable drives for United Way, March of Dimes, and US Saving Bonds. Exceeded campaign goals year after year as chief fundraising liaison.

Master of Science

Purdue University | Krannert Graduate School of Management

- 1994

Bachelor of Arts

Birmingham-Southern College

- 1992

Awards/Honors

Graphic design and branding professional with extensive skills in print/editorial design. Over twenty years of experience in publications project management for a wide array of marketing collateral projects.

2013 CASE Circle of Excellence Silver Award | Collaborative Projects

2009 Distinguished Partner Award for Marketing of Literacy Resources | The Literacy Council of Central Alabama

2007 Public Relations Award-Southeastern Panhellenic Conference | Recruitment Publications for Birmingham-Southern's Panhellenic Council

2003 CASE District III Special Merit Award | Annual Reports I Category

Interest

Graphic design, branding, integrated marketing, strategic planning, writing, quirky comedy, all things retro, t-shirts, specialty items, culture, politics, entrepreneurship, investing, music, reading, cooking, Biblical studies

Freelance Work

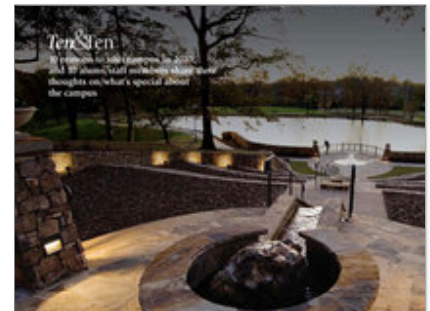
Continuing experience securing and maintaining various freelance clients, including:

Birmingham Metropolitan YMCA

Alabama Youth Soccer Association



'Southern Magazine - Fall 2006



'Southern Magazine - Spring 2010



Literacy Council of Central Alabama



'Southern Magazine - Spring 2005

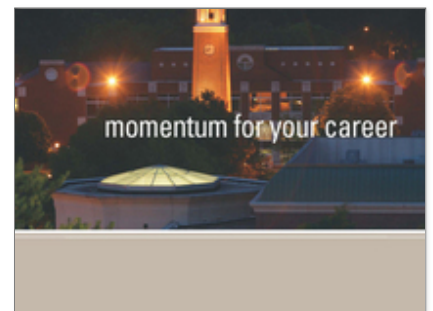


Altec Human Resources Brochure

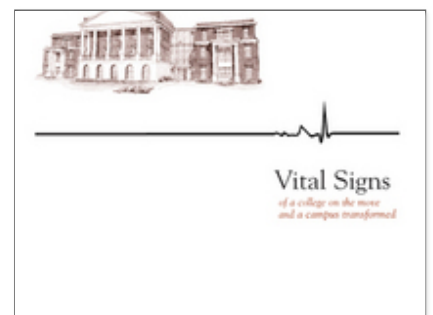
Indian Springs School
Birmingham-Southern College
Altec, Incorporated
Knud Nielsen
Meadowcraft
The Literacy Council of Central Alabama
Purdue University
Birmingham Civil Rights Institute
Southern Progress Corporation
Blackjack Gardens
The Berry Company
Talladega Emergency Management Assn.
The Stewart Group, LLC
Birmingham Urban League
Banks Finley White & Company
Jefferson Clinic, P.C.
Precision Seals



2003 BSC Annual Report



MPPM Program Viewbook



2002 BSC Annual Report

