

Russ Stechow Sr. Art Director

586.876.4196 • www.rstechow.com • rstechowgraphics@gmail.com

Career Statement/Objective

To obtain an opportunity towards a position where I can contribute my current and past work experiences, industry knowledge, and to help a growing organization succeed. Solid success directing and implementing a broad range of revenue-generating design projects from concept to launch. Readily translate business requirements into effective advertising campaigns. Partner cross-functionality to build consensus and ensure projects meet all milestones, deadlines, and budget requirements. Intuitively adapt to new technology and innovative processes while ensuring compliance with corporate standards.

Profile

Confident, highly energized, effective and persuasive Design Professional with extensive experience in print, broadcast and new media. A solutions provider highly experienced in transforming ideas into strong, persuasive visual images. Adept at multitasking, responding to ever changing environments and mandates, completing projects within critical time and budget deadlines, and ensuring quality and accuracy. A team player with exceptional interpersonal skills, especially skilled at building and maintaining win-win partnerships. Brings talent, energy, humor, personal integrity and strong market knowledge to every project.

Professional Experience

SMZ Advertising • Troy, MI **Sr. Art Director, 2003 to Present**

Key member of the Creative Staff, instrumental in winning and retaining multiple clients in fast-paced agency environment. Works with creative team to brainstorm strategies, develop visual appearance and tone and produce strong, attention-getting print, television, direct mail, POS, digital, social media and collateral advertising.

- Work directly with Detroit Tigers and Detroit Red Wings on creative design strategies
- Created and developed the Detroit Red Wings "Octopi Hockeytown," the successful social media campaign
- Manage all aspects of Michigan lottery account including bill boards, print and television
- Managed all Jr. creatives and their work
- Provide leadership with feedback on best practices and industry trends
- Responsible for presenting work to clients and at new business pitches

Pioneer Surgical Technology **Freelance Graphic Designer, 2009 to Present**

- Efficiently develop creative design projects in support of ongoing merchandising and marketing for the cardiovascular division
- Coordinate with marketing manager to brand the spinal fusion line currently in use.

Education

Bachelor of Arts in Advertising • 2003
Michigan State University • East Lansing, Michigan

Recognition

2010: Nominated for D show Award for Michigan Lottery television Ad
2011: Won D show award for Detroit Red Wings television Ad
2013: Nominated for D show award for Red Wings television Ad

Technical Proficiency

Adobe Photoshop, Illustrator, Indesign, Flash, and Dreamweaver. Microsoft Office, PowerPoint

Please visit www.rstechow.com to see samples of my work

References Available Upon Request