



TOMAS KRAUS

IDEATION/DESIGN
DIRECTION/PRODUCTION

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I am an accomplished visual storyteller and a collaborative team leader with the experience to draft savvy strategies and execute top-tier deliverables. I am an asset to any creative team and with visionary leadership, thoughtful coaching, and inspiring motivation so we can push boundaries and **look beyond the obvious.**

COVER LETTER

Hello,

I am an attentive and persuasive client care specialist with a proven track record of delivering project directives beyond expectation. I'm also an accomplished visual storyteller; an inspiring and collaborative team lead with the leadership capacity and experience to draft any strategy and execute deliverables at the highest level in marketing and advertising. I have extensive experience in Project Bidding and Management and the aptitude to compile proper briefs for the team. With my specific skill set and experience, I'm confident I can be a very strong addition to your creative team and provide leadership, coaching, and motivation to push boundaries and to look beyond the obvious.

In my recent roles as Art Director/Creative Director, I have honed my ability to nurture a team environment that facilitates innovative solutions, and supportive collaboration, with timely and meticulous delivery of the project mandates. I have refined and elevated my design and presentation competencies, and my persuasive communication techniques. During my last seven years, I've led teams of 10-15 locally and internationally and provided creative directions for various content creation assignments for Canadian Tire Corp and their brands such as SportChek, Atmosphere, Mark's, and their affiliates. Through my journey as art director, creative director, designer, and photographer I have developed expert-level skills in all facets of direction, production, design, and account management. I have worn the hats of solitary creator, team member, and creative production leader, and have grown and adapted with each new assignment.

I can write and execute any creative strategy, and create solutions for any creative challenges. I solve problems and rewrite strategies for better executions I would love the opportunity to meet with any members of your team to discuss further how my combination of talents, experiences, and perspectives could elevate the work your team does.

Sincerely,
Tomas Kraus

CONTACT



825.863.6655



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RELEVANT SKILLS

- Expert-level Art Direction (Campaign and Brand ID)
- Advanced technical production skills
- Pro-level software experience (Adobe Creative Suite, Google Suite, Office Suite, and more)
- Print production, layout, and design
- Project bidding and quoting
- Executing projects on time and on budget
- Timeline/project flow management
- Industrial signage, bus boards, billboards, car wraps, and other large-format print media
- Identifying opportunities for professional development and team growth
- Conceptual and critical thinking
- SOP writing and development

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ART DIRECTOR

**Canadian Tire Group (Mark's, SportChek, Atmo)
TC Transcontinental - Premedia
Direct Focus Marketing Communications Inc**

- Managed brand ID and developed content for various national and global in-house brands for Canadian Tire, SportChek, ATMO, and Mark's (Levi's, Nike, Adidas, Wind River, Shambhala, Matrix, Denver Hayes, Columbia, Helly Hansen, Carhartt, and more).
- Designed and presented creative direction to Canadian Tire Group and all stakeholders.
- Planned and executed photoshoots including scripting, and team selections.
- Curated all created content.
- Designed and produced a 120-page sports photography guide for CT/SportChek to rationalize and streamline the approach to photography for SportChek.
- Led a team of 10-15+ (photographers, videographers, talent, make-up and wardrobe, production staff, and client representatives) on location in Calgary, California, Arizona, Banff, and Kananaskis
- Designed flyers, signage, and POS displays for Mark's, Calgary Co-op, and affiliates.
- Developed and refined in-house production strategies and processes for content production.
- Drove an initiative for video communication for Mark's Canada
- Wrote scripts, storyboarded, and directed video for client delivery.



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EDUCATION

BFA, Alberta University of the Arts
(formerly ACAD)
Graphic Design & Photography
Student International Award NYC

Notable Client List

(full list available upon request)

Hopewell Residential
Bri-mor Developers
CPRail and CPR Police
Mount Royal University
TELUS Spark Science Centre
Calgary Health Trust
Qualico
Mark's
Golf Canada
Avenue Magazine
University of Calgary
Ads En Route
PureMotion Dance Studios
Swimco
Ernst & Young
United Way
Calgary Alberta Film Commission
FLG Sports (SportChek)
West Jet
Melcor
Canadian Tire Corp

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DESIGNER/PHOTOGRAPHER

FREELANCE PHOTOGRAPHY

Design

- Large Scale Ad Design, Logo Design, Branding
- Internal and External PR Media Design, Web Design
- Vehicle Wrap, T-Shirt, Flyer, Manuals, Billboard/ Signage, Layout, and Pre-Press Preparation

Production

- Agency and Client-Direct Experience
- Developing and Adhering to Budgets
- Assembling and Leading Teams (Directors, Assistants, and Talent)
- Managing Post Production Teams
- Coordinating Production Day Resources (Wardrobe, Catering, Props, Locations)
- Connected to Network of Vendors (Suppliers, Talent Agencies, and Community, Retail/Food service)
- Connected to Affiliate Vendors
- (Printers, Videography, Video Production, and Drone Services)
- Extensive Experience in Project Bidding and Quoting
- Expert-Level Software Experience

Marketing

- Creative Problem Solving/ Innovative Thinking
- Analytical Development of Marketing Strategies
- Strong and Focused Research Skills
- Accomplished as a Member of a Collaborative Team
- Extensive Track Record Working Solo

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