

TOMAS KRAUS

contact: 825.863.6655 | info@tomaskraus.com | Calgary, AB, CAN
[linkedin.com/in/tomaskraus](https://www.linkedin.com/in/tomaskraus) | www.tomaskraus.com www.tkcreative.work

Marketing Strategy · Content & Design · Brand Development

ABOUT TOMAS

I'm a creative professional specializing in art direction, content development, and creative strategy. As a creative director, I develop concepts that strengthen storytelling and elevate how products and services are presented. With experience working alongside large brands and multidisciplinary teams, I bring both leadership and creative problem solving to every project. I lead creative teams through efficient production processes, streamlining workflows, managing budgets, and delivering high-quality content while controlling costs. My focus is on turning strong ideas into effective visual campaigns.

RECENT EXPERIENCE

TKP FREELANCE (PRESENT) ART DIRECTION, PHOTOGRAPHY & VIDEO, DESIGN

CANADIAN TIRE CORPORATION 2023-2024 ART DIRECTOR (MARK'S, SPORTCHEK, ATMOSPHERE)

TC TRANSCONTINENTAL - PREMEDIA 2021-2022 ART DIRECTOR, CONTENT MANAGER

DIRECT FOCUS MARKETING 2017-2021 ART DIRECTOR, CONTENT MANAGER

RESPONSIBILITIES AND DUTIES

- Wrote and developed stories with scripts and storyboards for various photo and video projects.
- Designed and presented creative directions for photo/video productions
- Developed and refined in-house production strategies and processes for better content production.
- Led teams of 10-20+ (photographers, videographers, talent, make-up and wardrobe, production staff, and client representatives) on locations in Calgary, California, Arizona, Banff, and Kananaskis.
- Managed brand ID and developed content for Canadian Tire, SportChek, Atmosphere, and Mark's (including Levi's, Nike, Adidas, Wind River, Shambhala, Matrix, Denver Hayes, Columbia, Helly Hansen, Carhartt, and more).
- Managed and curated photo/video during all stages stages.
- Designed and produced a Sports Photography Art Direction guide for Canadian Tire.
- Managed design and layout of features in flyers, signage, and POS displays for Mark's, Calgary Co-op, and affiliates.

RELEVANT SKILLS

- Expert-level creative and art direction with brand and campaign experience
- Conceptual and critical thinking
- Identifying opportunities for processes development
- Project ownership: quoting, budgeting, and timeline execution
- Advanced technical content production skills including photography, video, and Ai applications
- Elite proficiency with Adobe Creative Suite, Google Suite, Office Suite, Canva, Figma, Capcut, and more Ai.
- Print/digital production experience, design and layout experience including industrial signage, bus boards, billboards, vehicle wraps, and other large format media.

TOMAS KRAUS

contact: 825.863.6655 | info@tomaskraus.com | Calgary, AB, CAN
[linkedin.com/in/tomaskraus](https://www.linkedin.com/in/tomaskraus) | www.tomaskraus.com www.tkcreative.work

Marketing Strategy · Content & Design · Brand Development

MARKETING & CONTENT PRODUCTION

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

DESIGN/PHOTO/VIDEO

- Hands on photography and video creation
- Brand design, design guidelines,
- Internal and external presentations decks
- Web and print graphic design
- Large scale media design, billboards, in-store and outdoor signage, vehicle wraps, and buses
- DOP photo and video
- Photography and video direction and process

PRODUCTION

- Agency and client-direct experience
- Developing and adhering to budgets
- Assembling and leading content teams (photographers, assistants, and talent)
- Managing design 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 services (printers, videography, video production, and drone services)
- Extensive experience in project bidding and quoting
- Expert-level software experience in all production areas

EXPERIENCE CLIENT LIST

CANADIAN TIRE CORP
MARK'S, SPORTCHEK, ATMOSPHERE
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
SPORTCHEK
WEST JET
MELCOR

EDUCATION

**BFA, Alberta University of the Arts
(formerly ACAD)**

Advertising & Photography
Student International Award NYC

Courses: Digital Marketing 2024



www.linkedin.com/in/tomaskraus