

GLENN GEMMELL | HANDS ON SENIOR ART DIRECTOR

ALSO AD AGENCY TRAINED PRINT PRODUCTION MANAGER

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Security Clearance – (inactive) SECRET – Department of Defense

Honors & Features

Creative work editorialized in *The Creativity Annual, USA Today, Advertising Age, Illustrators Showcase, The Black Book, The Print Annual, Packaging Digest, The Baltimore Sun, and Art Direction Magazine*

Career Successes

- **CLIO award** for a Sweetheart Cup/Solo Cup ice cream cone box
- **2 Echo finalist** awards for Direct Mail
- **Gold and Silver Addy's** for print advertising
- **Launched the Heckler & Koch brand** in the US, B2B, and B2C advertising campaigns established them as a market leader in the United States
- **Taggart Gallery – Sold 5 masterpieces in 1 week**, thru 4-color Newsletter
- **Achieved a 96% response rate** with a ChemLawn direct mail package
- **An integrated campaign collected \$19.5 million in donations** for the Retirement fund or Religious, during a recession
- **Opened up Africa to broadband internet** with iDirect ad campaigns.
iDirect's corporate growth was an incredible 1500% in 5 years!
- **Total Rebranding QuadraMed Corporation** a \$120 million healthcare IT provider
- **Designed the USO magazine OnPatrol** and its masthead, and digital advertising
- **Launched SLD Magazine a French defense publication** with a NATO focus
- **Generated \$15 million in sales** with a USAir postcard and a 7% response rate.
- **Drove Wellcraft Boats to achieve their highest sales months ever** with catalogs and powerful advertising campaigns
- **2014-2016 Designed ROI generating POP and advertising to for Public, McCafee/Kraft, Unilever** and other major brands across the United States

- **2016 Decision magazine, EPA Gold Medal for the best single issue magazine** with the magazines election issue
- **2017 20% increase** in *Decision* magazine subscriptions
- **2018 Designed the Billy Graham *Decision* issue**, for US, and Canadian markets, and a digital iTunes version for worldwide distribution

Core Competencies

- **Hands on, hard working**, experienced, focused, Senior Art Director and Designer
- **Creating print and digital marketing** materials to reflect brand and increase ROI
- **Production management** both print & digital communications for domestic, and international audiences
- **Managing vendors & staff**, negotiating fees, establishing budgets, managing timeframes and projects through design, production, and print cycles
- **Proficient in the Adobe suite:** (Creative Cloud and below), InDesign, Photoshop, Illustrator, Lightroom, Bridge, Acrobat Pro, Muse (web), Adobe AEM, and iTunes Connect (digital publications), QuarkXPress; Preflight; Flight Check, Mac & PC, (not up to date on Dreamweaver), Nikon D700 camera and Nikon lenses.
- **Microsoft Office**, and Word; working occasionally in PowerPoint and Excel

Experience

Art Director, Billy Graham Evangelic Assoc., Charlotte, NC

04-2016 to present

Art Director and Designer of *Decision* magazine, a monthly news pub. Manage a Senior Designer, Junior Designer, and a iPad Designer. I also do extensive retouching, photo montage work, design headers for social media, and iTunes apps, write and design media kits, and instruction manuals for the department.

Senior Art Director/Team Leader, PromoPoint Marketing, Tampa, FL

06/2014-/04/2016

Designed catalogs, direct mail, web pages, web ads, 3D displays, ads and campaigns for Fortune 500 customers including: Kraft, Bayer, Big Heart Brands, Bumble Bee, and McDonalds McCafe division, and Publix.

Senior Art Director/Designer, Gryphon Technologies, Washington, DC

01/2013-06/2014

Designed a 360 page book for the Marine Corps *The History of the MRAP, the vehicles that saved thousands of lives during the Gulf war.*

**Owner, Creative Director/Art Director, Gemmell Communications, Fairfax, VA
1990-2011, to 01/2013**

Created advertising and branding campaigns for Fortune 500 companies and market leaders in the Washington DC region and worldwide including: Lockheed Martin, Exostar, QuadraMed Healthcare, Tiny Jewel Box, iDirect Satellite, Racal Communications (French), and Thales Communications (French).

**Senior Art Director, Williams Whittle Advertising, Alexandria, VA
2009-2011**

Created integrated ad campaigns, signage, collateral, out door advertising, web banner ads, web designs, branding campaigns, brand marks and identity packages.

Education

MICA – Maryland Institute of Art, Baltimore, MD, Bachelor Degree Program – Graphic Design & Photography Completed 4 years – 2 courses shy of the degree due to financial issues

Dale Carnegie – Sales Advantage Course, Dale Carnegie Course

American Marketing Association – Marketing Boot Camp

American Association of Advertising Agencies – Printing Production Management

Lynda.com Certificates – Basics of Using the Nik Collection, InDesign, 2017 Creative Suite Updates, InDesign Insider Training, Lightroom CC Essential Training (2015)

Military Service

US Navy– Journalist / Graphic Designer, USS John F. Kennedy

When I jumped onto the London subway track to save a man's life

Englishmen call the subway "The Tube"—call it as you will—this poor fellow was drunk, passed-out-cold down there on the tracks. A woman (Nuala) was hysterical, screaming, pleading for someone to help this man. No one did. In fairness, the men looking down were in their 50's and 60's, briefcases in hand, and saving this guy just wasn't their thing.

So... since I was on leave from the US Navy, and in shape, I dropped my bag, listened for a train, asked which rail was HOT, and jumped in. I got to the guy, revived him, told him NOT to touch that rail or we're both dead, put his arm over my shoulder and carried him to the platform. Nuala lifted and I pushed his butt up (literally). Man saved. Then I realized the platform was as high as I was, and I thought, wow I can't get out. I listened again, looked up at these guys in the suits, and said these beautiful words– "I'm a Yank in the Navy, help me up!" and they did. God-bless the brits, I sure hope that guy stopped drinking, and did something good with his life.

References are available upon Request. **Thank you.**