



Patrick Paul Thomas

Education - Bachelor of Arts in Graphic Design

University of New Haven, West Haven, Connecticut - (2002)

Experience - Art Director - Bankers Healthcare Group, Syracuse, New York - (2018 - 2019)

- Assisted CMO and Creative Director with creative direction, strategy and campaign development
- Worked with cross-disciplinary teams to help define and translate strategies into creative concepts
- Managed the creative process, implemented strategy, executed projects, collaborated with internal and external resources to ensure the highest quality of final deliverables
- Managed brand consistency and tone on all external communications
- Designed and created marketing campaigns, advertisements, and other promotional materials across all platforms

Creative Services Manager - Potratz Advertising Agency, Schenectady, New York - (2017 - 2018)

- Managed creative team including facilitating daily status meetings, weekly team critiques, quarterly performance reviews, and training to advance the individual designers and department
- Collaborated with internal marketing teams by managing brand/client compliance, creative and graphics production
- Developed strategic marketing campaigns across multiple channels generating a measured awareness for clientele
- Provided project management and creative direction for 35 member staff

Senior Graphic Designer - (2014 - 2017)

- Created marketing material for all portals of the client's advertising needs: retargeting ads, website sliders, landing pages, emails, social media content, POS materials, billboards, print ads and logo design
- Developed concepts and creative for interactive games
- Identifying problems with user interface on client platforms
- Team leader of the Content Drive Initiative

Art Director - Image Crazy Design/Unit Pride, Black Mountain, North Carolina - (2008 - 2013)

- Supervision of Art Department functions: management of creative team, daily operations and retention
- Provided project management and coordination from concept development to finalization of products: research, gathering reference materials and adhering to deadlines
- Coordinated communication between clients, artists and vendors
- Created marketing campaigns for targeted audiences, website maintenance and social-media management

Senior Graphic Designer - (2006 - 2008)

- Created concept layout, vector redraws and color separations
- Conducted quality control: editing, proofing and finalized all creative: website, products and printed materials

Graphic Artist/Screen Printer - The Printery, Auburn, New York - (2003 - 2006)

- Created and designed graphics, logos and layouts for screen printing and embroidery
 - Executed all phases of the screen printing process
-

