

e.scott gladfelter

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« about

ART DIRECTOR & SENIOR DESIGNER

Proven success crafting tactical marketing communications with experience in industrial, manufacturing, agrochemical, consumer, and pharmaceutical sectors. Ability to develop and maintain successful client and vendor partnerships. Excellent collaborative and management skills ensure projects meet deadlines and budget requirements, while promoting a positive brand experience.

« expertise

Strategic Design Solutions
Creative Strategy and Marketing Alignment
Identity & Brand Development
Multi-channel Campaigns
Front-end Development (HTML /CSS)
User Centered Design
Typography & Color Theory
Comprehensive Mock-ups & Prototyping
Client Presentations
Project Scheduling & Management

« technical skills

MACINTOSH & WINDOWS OS

Adobe CS4: Illustrator, Photoshop, InDesign, Bridge, Fireworks, Acrobat, Dreamweaver;
QuarkXPress;
Microsoft: Word, Excel, Outlook, PowerPoint; Fetch FTP; Retrospect Back-up

« education

THE ART INSTITUTE OF PHILADELPHIA

Associate Degree in Visual Communications

ANTONELLI INSTITUTE OF ART & PHOTOGRAPHY

Commercial Art Certification

experience »

PRINCIPAL & ART DIRECTOR / GRAVITY-CREATIVE

May 2002 – Present (West Chester, PA)

Oversight of all operational phases including: client relations, sales, creative development, financial/budgetary, scheduling and vendor coordination. Conceptualize and design all B2B and B2C print and digital communications while exceeding benchmarks. **Select Brands:** Bayer CropScience, RealAge, PA Labor & Industry, West Pharmaceutical Services, and Salter Spiral Stairs.

- » Successful partnership with Tierney Communications and Bayer CropScience for the development of all seminar & event communications.
- » Created “Workforce Choices,” a series of 13 publications for the PA Workforce Development defining industry sectors and labor trends.
- » Crafted successful direct mail campaigns for Dooley-Pyne Landscape Co. that improved brand awareness and increased sales.
- » Implemented enhanced brand with cohesive marketing material for Salter Spiral Stairs, resulting in increased sales of select product lines.

VP, ART DIRECTOR / MCNEILL DESIGNS FOR BRIGHTER MINDS

January 2004 – December 2009 (Wilmington, DE)

Critical development of corporate and marketing communications for the game companies educational products including: game components, packaging, POP, and tradeshow materials. Integral member of a creative team that planned, implemented and oversaw all project requirements as well as coordination with international vendors for the manufacture and delivery of product.

- » Integral team member that developed brand that was essential to the grass roots success for the award-winning game “You’ve been Sentenced!”
- » Designed award-winning sales presentation for potential investors resulting in company meeting initial capital formation goals.
- » Formation of high-level presentation material for Reader’s Digest and Barnes & Noble resulting in exclusive branded product.

ART DIRECTOR / COMMUNICATION DESIGN GROUP

January 1996 – April 2002 (Wilmington, DE)

Managed and coordinated all design aspects of projects from concept through final printed communication. Collaborated with editorial staff to guide strategic vision while implementing corporate based methodology. Handled all cost and administrative functions. **Select Brands:** DuPont, Rohm and Haas, BHP Mining, and Hercules Inc.

- » Integrally involved in the development of ChemPlantMD.com, a joint DuPont + Monsanto database website used to solve chemical plant issues.
- » Led team that created 125+ banner sized Process Flowcharts for global TiO2 Summit in an aggressive 5-week timeframe.
- » Designed series of Engineering Best Practice manuals for DuPont that was utilized to prevent downtime and save millions of dollars of revenue.

GRAPHIC DESIGNER / THE ART DEPARTMENT

September 1993 – August 1995 (York, PA)

Conceived and crafted design solutions used in packaging, advertisements, and collateral materials via traditional and computer-generated methods. Contributed to the creative development of campaigns by managing photo shoots and press proofing. **Select Brands:** Willy Wonka Brands, Pfaltzgraff, Stauffer Biscuit Co, Honeywell, and Tootsie Roll Industries.

- » Successfully branded/packaged “Dweebs” candy for Willy Wonka Brands
- » Designed award-winning series of seasonal direct mail pieces promoting discounts at Pfaltzgraff Outlet Stores.

