

# Trey Walsh

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To Whom It May Concern:

For the past nine years I have worked closely with many Fortune 500 and Fortune 100 companies guiding them through the development of brands at the product, service, and corporate levels. From extensive packaging initiatives, integrated communications campaigns, website development, standards manuals, brochures, new business development, front-end market research and strategy findings, to the development and finalization of a corporate identity system, I have the knowledge and understanding of what is necessary to develop, sustain and grow a brand.

My background and experience would be well suited for the requirements and challenges any position may present. As a specific example, I currently manage a department of 13 designers and 2 copywriters in a fast-paced international agency where deadlines are a priority and handling multiple jobs simultaneously is the norm. I always remain organized, timely, and poised while never letting the quality of the final product diminish.

Another example of my capabilities involved a comprehensive packaging redesign comprised of multiple SKU's. This particular project required attentive time management as well as individual and group management skills. All creative execution and production work were completed on time with an outstanding finished product. As a result, the product is sold in three major consumer outlets across the U.S. as well as internationally.

I would relish the opportunity to speak with someone about a potential collaboration and share additional information concerning my capabilities. In the meantime, please feel free to contact me for additional examples of my work.

I look forward to hearing from you soon. Thank you for your consideration.

Best Regards,

Trey Walsh

**SKILLS**

Skilled in the following software applications: Adobe CS, iWork '09 QuarkX-Press, Acrobat Professional, Word, Power Point, Excel, BBEdit, HTML, CSS, Dreamweaver, Fireworks, Javascript, Freehand, After Effects

Outstanding verbal and written presentation/communication abilities as well as conceptualizing via hand rendering and sketches

**EDUCATION****BA Graphic Design** { 2001 }

University of North Carolina at Charlotte

**EXPERIENCE****Young & Rubicam + Head of Design** { 7.2008 - Present }

Currently managing the daily operations for the BTL department consisting of 15 designers & copywriters at a fast-paced international agency

Directed integrated advertising campaigns crossing varied media applications such as websites, print ads, on-line applications, outdoor signage, in-store displays, brochures and direct mailers and identity programs

Managed branding projects that ranged from full-scale branded environments to new corporate divisional naming & identity initiatives

Responsible for monitoring and developing staff members for improved skills and professional development

Routinely developed and delivered the creative concept sections of client presentations with clear strategic driven insights

Work daily with client servicing, traffic, and strategy departments to maintain client expectations and manage daily workflow

**UNC Charlotte + Freelance Art Director** { 9.2000 - 12.2007 }

Produced catalogs, brochures, newsletters and posters on a contract basis

Worked with Communications Directors to develop and implement new marketing materials for various departments within the university

Responsible for choosing all design elements including photography and paper stock selection

Attended press checks for quality assurance and final sign-off

Provided quotes and time lines to meet budget restraints

**EXPERIENCE  
CONTINUED**

**Addison Whitney + Associate Art Director** { 7.2002 - 6.2007 }

Produced and managed corporate id's and identity systems, marketing collateral, package design and website projects from concept to final output for local, national and international companies

Researched, interviewed and quoted multiple outside vendors for projects ranging from copy writing initiatives, printing and website development

Partnered with Brand Strategy to develop strategic deliverables and implement them into appropriate, effective design solutions

Recruited by upper management to lead numerous internal marketing initiatives such as newsletters, collateral and stationery redesigns, new website development, PowerPoint presentations, and proposal templates

Effectively educated and guided clients on brand identity issues and the necessity of internal buy-in for maximum ROI

Assisted sales force with proposal writing and outlining appropriate process guidelines to establish client expectations

Lead multiple projects simultaneously in an organized and timely manner

Hands on experience with consumer focus groups, photoshoot direction and press checks

Prepared and delivered creative sections of presentations to current and potential clients

**Strickland & Company + Graphic Designer** { 1.2002 - 7.2002 }

Responsible for concept, design, layout and production stages of magazine advertisements

Assisted in production of corporate brochures and catalogs

Designed unique announcements for special events

**Indievision + Graphic Designer** { 9.2001 - 12.2001 }

Assisted in website implementation and design

Helped develop identities and stationery systems

Touched up web and print ready images

**AWARDS &  
PUBLICATIONS**

**Graphic Design USA**

Addison Whitney Corporate Communications

**Creativity 34**

Award of Distinction / Vibrance Identity

**American Corporate Identity 21**

SteelVine Identity

**American Corporate Identity 19**

Award of Excellence / Evangel Cathedral Identity

**American Corporate Identity 2006**

Ocean Embassy Identity

Propex Fabrics Identity

SteelVine Identity

**Logo Lounge 3**

Ecocaps Identity

**REFERENCES**

*Available upon request*