

THOM HENKEL

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E THOM@THOMHENKEL.COM

CREATIVE DIRECTION

PROFESSIONAL EXPERIENCE

Creative Director

2014 to Present, Moxie (Publicis Groupe), Atlanta, Georgia

Directed complete advertising campaigns, including cross-platform, email and social executions
Responsible for mentoring and leading a team of designers, art directors, ACDs and copywriters

Senior Art Director

2009 to 2013, Peter Mayer Advertising, New Orleans, Louisiana

Researched, concepted and produced complete advertising campaigns
Directed and mentored designers, art directors and copywriters

Senior Designer

2006 to 2009, Imaginal Marketing Group, New Orleans, Louisiana

Designed and implemented full client websites, logos and corporate branding styles
Designed and produced printed material including advertisements and promotions

Graphic Designer

2004 to 2006, The Kooper Group, New York, New York

Conceptualized and produced photography for employee communications
Designed client/employee benefit material, annual reports and secure benefits websites

Advertising Director

2002 to 2003, Carolines On Broadway, New York, New York

Designed, maintained and promoted website and printed, promotional material
Managed communication with vendors and publications

Graphic Designer/Composer

2000 to 2002, The Evening Times, Little Falls, New York

Designed advertisements and performed client work
Executed manual pagination and paste-up duties and manual color separation

EDUCATION

Vaughn College of Aeronautics

2004 to 2006, New York, New York

Program included Airport Management as part of Air Traffic Control Certification
Curriculum included Advanced Mathematics, Public Speaking and Business Management
Dean's List and President's List Awards

State University of New York Mohawk Valley Community College

1999 to 2002, Utica, New York

Associates Degree in Graphic Design
Curriculum included Dimensional Design, Photography, Creative Typography,
Web Design, Digital Illustration and Publication Design

Herkimer County BOCES

1999, Herkimer, New York

Curriculum in Visual Communications
Gained experience with design related software and design fundamentals

TECHNICAL FOUNDATIONS

Adobe InDesign
Adobe Photoshop
Adobe Illustrator
Adobe/Macromedia Dreamweaver
Adobe/Macromedia Flash
Adobe Acrobat Professional
Quark XPress
Microsoft Word
Microsoft Powerpoint
Microsoft Excel
Apple Keynote

HTML/XHTML
CSS
PHP
JavaScript
MySQL

WordPress
Joomla/Mambo
Drupal
ModX

Web Standards & Accessibility
Search Engine Optimization
Cross browser compatibility

Macintosh and IBM/PC platforms

AWARDS

Webby Award Honoree
Advertising Persons of the Year Award (2010)
3 GDUSA American Graphic Design Awards
Gold, Silver & Bronze ADDY Awards
LACP Top 100 Communications Award
National Vocational Technical Honor Society
New York State Regents Diploma
Eagle Scout Award

PROFESSIONAL AFFILIATIONS

Graphic Artists Guild (GAG)
American Advertising Federation (AAF)

REFERENCES

Available Upon Request