

# THOM HENKEL

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## PROFESSIONAL EXPERIENCE

### Creative Director

2017 to Present \_ GA+NY, Definition 6

Complete website and brand launches as well as digital, experiential, video and social campaigns  
*Siemens, Mohawk, Oldcastle, WeTV, Cheribundi, SAIA, Turner Broadcasting*

### Creative Director

2014 to 2017 \_ GA+NY, Moxie (Publicis Groupe)

Directed complete advertising campaigns, including cross-platform, email, experiential and social  
*Verizon Wireless, UPS, Chick-fil-A, Wells Fargo, WalMart, BB&T, Coca-Cola*

### Senior Art Director

2009 to 2013 \_ LA, Peter Mayer Advertising

Researched, conceptualized and produced complete, multi-channel advertising campaigns  
*CenturyLink, Zatarain's, Sanderson Farms, Hancock and Whitney Bank*

### Senior Designer

2006 to 2009 \_ LA, Imaginal Marketing Group

Designed and implemented full client websites, logos and corporate branding styles  
*Aveda Salons and Spas, Aveda Institute, Beauty Basics, Paris Parker, Neill Corporation*

### Graphic Designer

2004 to 2006 \_ NY, The Kooper Group

Conceptualized and designed benefit material, annual reports and secure benefits websites

### Advertising Director

2002 to 2003 \_ NY, Carolines On Broadway

Designed, maintained and promoted website and printed, promotional material

### Graphic Designer/Composer

2000 to 2002 \_ NY, The Evening Times

Executed advertisements and client work through manual pagination, paste-up and 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

## CREATIVE DIRECTION

## TECHNICAL FOUNDATIONS

Adobe InDesign  
Adobe Photoshop  
Adobe Illustrator  
Adobe Premiere  
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

Broadcast Production

Casting & Direction

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)  
American Institute of Graphic Arts (AIGA)

## REFERENCES

Available Upon Request