

MICHAEL F. GLASS – CREATIVE DIRECTOR | MARKETING MANAGER

Creative, conceptual, quick. Self-starter and good team player. Enthusiastic. Smart. Able to interpret strategic direction into original, effective concepts and designs. Ability to take any project, from print to broadcast to digital, from concept to branded 360° execution. Expert level in all required programs, including Adobe Creative Suite. Experienced in managing and collaborating project teams, including video editors, audio engineers, graphic artists, illustrators, photographers and various vendors.

Portfolio: mfgcreative.com

10/2004 – 9/2015 Team Associated, Lake Forest, California

Creative Director / Marketing Manager

Managed and directed creative department, as well as developed and maintained all branded marketing initiatives for Team Associated, manufacturer of high-performance radio controlled cars and accessories.

Duties: Direct, manage, and design all branded creative deliverables including, but not limited to, packaging, print ads, display banners, broadcast, websites, catalogs, and large format tradeshow graphics.

- Art directed, photographed and retouched products in studio and on location
- Collaborated with cross functional teams such as R&D, engineering, and sales to produce creative solutions
- Shot, edited, and produced product videos, along with storyboard concepts, script writing, sound track procurement, and voice-over
- Copywriting for marketing materials, packaging, and digital platforms
- Placed and managed media buys for both print and digital spaces
- Collected and analyzed market data to develop and support strategic marketing initiatives

2/2002 - 9/2004 GS Racing, Baldwin Park, California

Creative Director / Marketing

Developed in-house branding and marketing strategy for manufacturer of radio controlled cars and accessories.

Duties: Directed, managed, and designed all branded creative deliverables including, but not limited to:

- Product packaging
- Print ads
- Catalogs
- Large format tradeshow graphics

2000-2001

Freelance Art Director / Graphics Designer, Southern California

Art direction and graphic design for multiple agencies and clients including:

- JWT Specialized Communications (Idealab, Boeing)
- Rainmaker & Sun (Rhinotek, Krav Maga, Martek, Tivoli Audio, Oralgene, Ultramitre, Education.com)
- Ambrossi & Associates (Kmart)

1998-2000

DavisElen Advertising, Los Angeles, California

Art Director

Instrumental in developing creative for all new business presentations. Worked on broadcast, print and outdoor campaigns for clients including:

- McDonald's
- Farmer John
- Secure Horizons
- Dep
- RADD (Recording Artists, Actors & Athletes Against Drunk Driving)
- Winner of 1999 Telly Award for Secure Horizons television

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Experience Continued:

1996-1998

Freelance Art Director / Designer, Southern California

Art direction and graphic design for multiple agencies and clients including:

- TBWA Chiat/Day / ABC TV
- DDB Needham / Wells Fargo Bank, Memorex, Cigna HealthCare, Fleetwood Homes, Bugle Boy, The Los Angeles Times
- DavisElen / Knott's Berry Farm, McDonald's, Chief Auto, Toyota Dealers of Southern California
- Fotouhi Alonso / First Federal Bank, fX, Garret Aviation, Hughes Avicom, L.A. Department of Water and Power
- JWT Specialized Communications / Kodak, Microsoft
- Italia/Gal / CompUSA, Smart & Final, Del Taco, Shakey's and new business

Skills

Accomplished senior creative director with deep experience in online and offline media including print, broadcast, video and digital properties.

Creating smart and effective branded communication solutions using skills in:

- art direction
- graphic design
- photography
- videography
- aerial sUAV - part 107 license
- post production
- copy writing
- music & sound design.

Advanced experience in Adobe Creative Cloud including PhotoShop, InDesign, Illustrator, Premiere, Bridge, photography, video/broadcast production, and MS Office, as well as sound design/audio production software such as ProTools, and LogicX.

Portfolio:

mfgcreative.com