

ADAM JUSTIN MITCHELL

Experienced Art and Creative Director

Department and People Manager

Placed Based Digital Media Pioneer

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PROFILE

Outgoing people person and creative department manager with extensive experience in the following areas:

1. Digital video, out-of-home, place based media and advertising
2. Print media including logo design, direct mail, magazine, newspaper, brochures, and corporate media kits
3. Outdoor advertising including transit and billboard design
4. Design/Print: Adobe Illustrator, InDesign, Photoshop
5. Web: Dreamweaver, Flash, and Fireworks
6. Video/Audio: Adobe After Effects, Final Cut Pro, Motion, Livetype, Soundtrack Pro, Logic
7. Photography: Experienced photographer. Managed photo shoots for clients and kept projects under budget
8. Management of staff, department, priorities and resources
9. Start-up and Corporate environment

VALUE PROPOSITION

- **TELEVISION ADVERTISING:** Seven years total experience digital television advertising networks in either retail or business environments to include restaurant environments and almost 300 universities nationwide.
- **BRANDING:** Video -- Experience working on major brand projects including (but not limited to) -- Coca-Cola, Close Up Toothpaste, Axe Body Spray, 800 Flowers, InFocus Projectors and more. Print -- American Heart Association and PGA.
- **DESIGN:** Master at creative video design -- personally responsible for an average of 30 made for TV commercials per day and responsible for a department capable of producing anywhere from 75 to 100 per day with only 2 support designers.
- **PRODUCTION:** Digital video and audio conversion utilizing various conversion, cleaning and format tools.
- **CORPORATE IDENTITY:** Worked with CMO execution of major rebranding campaign with marketing department at InFocus Corporation, Wilsonville, OR. Personally built the TUN brand, logos, and total corporate identity from start to finish including web design.
- **WEB:** Creative web designer and Flash animator with extensive list of satisfied clients.

CHRONOLOGY

Creative Director and founding member of TUN, The University Network, 2003 to 2010.

Recruited by founding partners at TUN to build creative department and team to design commercials for major four year public universities -- typically on average 20,000 enrollment and higher. TUN is the largest digital out of home network on college campuses in the US.

Creative Director for worldwide advertising company, Submedia, which purchased TUN in 2006.

Responsibilities include: Managing Creative Department. Creating 3-5 video commercials per week for 180 major universities with TUN (The University Network.) Creating corporate media kits, sales and promotional material (print and video.) Creating and updating company websites. Working closely with sales executives and providing spec art for potential sales. Working closely with national advertisers and video content providers including NBC. Video conversion and scheduling of video content.

Recent Accomplishment: TUN chosen as one of nine out of 700 digital networks evaluated by NBC Universal to participate in a strategic alliance which includes networks like IdeaCast, and industry veterans, PRN. Stability, competency and talent in the creative department were defined as major criteria for eligibility to participate with NBC (Google Keywords: NBC Universal + The University Network).

National Art Director and founding member of University Media, 2001 to 2003

Designed media kits and all promotional material for University Media, a start-up out-of-home kiosk advertising company with back lit kiosks on major university campuses nationwide. Produced television commercials and print media to promote service and designed all back lit print ads for kiosks.

Prior to that: Regional Art Director for Chancellor Media, Amarillo, TX working with clients to create custom campaigns for maximum impact, lectured at tradeshow, worked closely with large sales staff.

EDUCATION

Bachelor of Fine Arts, Computer Graphics - Memphis College of Art

Marketing classes - University of Memphis

REFERENCES

Denise Stephenson, SVP Sales and Chief Operating Officer, TUN, The University Network
901-603-2824, denise@roebuckauctions.com

David Sanders, Founder of TUN, The University Network,
615.438-9538, david@amciinc.com

WEBSITE & PORTFOLIO

www.ImageFuel.com