



## JARED HERTZKE

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## SENIOR ART INFLUENCER

Accomplished Art Supervisor/Senior Art Director with a proven track record in leading integrated advertising campaigns, successfully launching products, and driving brand recognition. Seeking a dynamic and innovative team environment that not only appreciates but actively integrates the art of STRATEGIC THINKING and CREATIVE IMPACT.



### WORK HISTORY

#### ART SUPERVISOR - BOUNDLESS LIFE Remote, Nov. 2021 – Oct. 2023

- ⊕ Strategically conceived and designed integrated advertising campaigns for successful product launches, encompassing dynamic print and digital sales aids, responsive websites, and comprehensive brand style guides
- ⊕ Employed brand storytelling and data visualization for clear and impactful communication

#### SENIOR ART DIRECTOR - TRIPP LITE Chicago, IL, June 2019 – Nov. 2021

- ⊕ Innovatively designed engagement-increasing marketing materials for print, website content, banner ads, and dynamic PowerPoints
- ⊕ Collaborated with cross-functional teams to deliver compelling content

#### FREELANCE ART DIRECTOR Chicago, IL, Aug. 2017 – Dec. 2019

- ⊕ Conceived and designed marketing materials for a diverse range of clients, including print, banner ads, and website content. Demonstrated adaptability to the client's needs

#### SENIOR ART DIRECTOR - PUROHIT NAVIGATION Chicago, IL, Sept. 2015 – July 2017

- ⊕ Successfully launched 3 products, managing integrated print and digital campaigns from concept to execution
- ⊕ Conceived and designed comprehensive marketing materials, spanning print and digital sales aids, direct mail, responsive websites, email campaigns, banner ads, landing pages, and comprehensive brand style guides

#### SENIOR ART DIRECTOR - FINGERPAINT Saratoga Springs, NY, March 2013 - June 2015

- ⊕ Innovatively designed and art directed 2 product launches, overseeing the creation of core marketing assets, including print sales aids, print collateral, digital aids, email campaigns, responsive websites, landing pages, and logos.  
-The first launch sold over \$2.4 million in product in the first 6 months, exceeding goals
- ⊕ Led 2 product rebrandings and executed creative overhauls with innovative design
- ⊕ Designed and led a team for 2 tradeshow booth experiences optimized for interactivity
- ⊕ Fostered a dynamic team environment, promoting creative problem-solving and innovation

#### SENIOR ART DIRECTOR - ABELSON TAYLOR Chicago, IL, March 1997 - Sept. 2012

- ⊕ Directed design development for 3 brands, each with over \$1 billion dollars in sales
- ⊕ Conceived and designed 3 product launches and 7 product rebrands
- ⊕ Led teams in creating cutting-edge, sales-driven campaigns, spanning print, dimensional mail, direct mail, websites, multimedia, tradeshow attractions, and emerging technologies



### SKILLS

- Creative Conceptualization
- Concept Development
- Brand Strategy
- Integrated Marketing
- Creative Collaboration
- Data Visualization
- Art Direction
- Graphic Design
- Product Launch
- Creative Mentor
- Team Leadership
- Typography
- Adobe Creative Cloud: InDesign, Illustrator, Photoshop
- Sketch



### AWARDS

- IN AWE Silver Award
- RxClub Gold Award
- 9 RxClub Awards of Excellence
- 2 ADDY Awards
- Davey Award



### EDUCATION

- Bachelor of Fine Arts  
University of Northern Iowa