

JEFFREY PEREZ

CREATIVE DIRECTOR

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PROFESSIONAL SUMMARY

Inventive, strategic, highly creative professional with outstanding management and supervisory experience in design, production and art direction. Extensive senior-level experience in consumer and corporate advertising, marketing, branding and new media design. Respected team leader with effective skills in team building and management, developing and maintaining business relationships, communications and strategic planning. Ability to execute the big idea and extend it across multiple mediums such as direct mail, print, and interactive. Experienced consultant with polished presentation skills for large projects regarding technology and design techniques.

PROFESSIONAL EXPERIENCE

Associate Manager, Marketing Communications and Advertising/Olympus America Inc.
Southborough, MA 12/2012-Present

Collaborate with the Director of Marketing Communications and partner with international colleagues including Product Managers, Marketing Services, vendors, and other stakeholders to manage marketing communications assignments for delegated product and service categories within the Medical Systems Group (MSG). Deliverables include: advertising campaigns, tradeshow/promotional video production, creative brainstorm development, media planning, collateral development, merchandising, direct mail, product catalogs, price lists, product photography, and packaging.

Additional responsibilities include:

- Develop and maintain consistency of the Olympus brand in all marketing communications both internal and external as established by corporate, as well as integrated branding for MSG. Ensure alignment of marketing communications deliverables with other marketing disciplines such as PR and Sales Support.
- Support MSG Marketing's overarching commitment to addressing company initiatives including: lower overall cost, achieve better clinical outcomes, and enhance patient satisfaction through the quarterly release of the OCA MSG Marketing Services Communications Interactive PDF initiative.
- Manage projects with Web & Creative Services, internal graphic designers, and external vendors ensuring on time, on budget, on-brand delivery of impactful marketing communications.
- Recommend and implement process and strategy enhancements to the Marketing Communications function to better address customer needs and business efficiencies.
- Execute strategic advertising and marketing communications plans based marketing and sales objectives including new product launches, promotions and brand messaging.
- Manage marketing communications activities of the different MSG product lines to build brand synergy and increase brand equity.
- Support Product and MarCom management in evaluating and recommending appropriate media mix and usage, and developing strategic objectives for both MarCom and Product/Services Groups. This process includes cost analysis in developing appropriate regional, national print advertising, and direct marketing.
- Generate solutions to advertising issues which have short and long-term impact on the Olympus brand.
- Provide acquired advertising knowledge and guidance to Product Groups and Senior Management within MSG.
- Assist in managing agency relations and agency output. Maintain all outside agency relationships in coordination with key internal department to carry out and ensure maximization of advertising goals and objectives.
- Track, report and analyze all MarCom and Advertising tactics in order to ascertain ROI and/or performance.

Freelance Creative Director, New York, NY 7/2006-12/2012

Provide freelance creative services and applied strategic solutions for a variety of commercial customers relative to their advertising and marketing requirements. Strategize, conceive, design, coordinate, produce, and deliver high-level advertising campaigns, marketing/branding initiatives, corporate identity projects, logos, catalogs, brochures, direct mail/promotional campaigns, and websites on time and within budget. Assume lead role in brainstorming sessions, client creative presentations, and provide consultation for businesses in relation to design/creative department restructuring. Clients include Makovsky + Company, Nielsen Business Media, Screenvision, Console Design, Advanced Dentistry of Scarsdale, and Stagnito Media.

PROFESSIONAL EXPERIENCE CONTINUED

Senior Art Director/The Coastal Group, New York, NY 1/2001-7/2006

Manage the creative requests of all departments, and provide detailed creative direction, insight and support. Responsible for concept, design, strategy, coordination, production, and delivery of high-level advertising campaigns, marketing/branding initiatives, corporate identity projects, logos, catalogs, brochures, direct mail/promotional campaigns, and websites on time and within budget. Lead brainstorming sessions, internal/client creative presentations, and consult directly with clients to establish business goals and objectives. Collaborate directly with CEO and EVP as a consultant on Art Department equipment purchases, hiring, training, promoting of staff/freelancers, and managing budgets. Create Art Department production guidelines and Customer Support processes to improve productivity and customer relations. Service notable accounts including Waterford, Universal, Dean Markley, Lugz, Martha Stewart, and Messermeister. Awarded "Employee of the Year" in 2005.

Art Director/The Coastal Group, New York, NY 8/1998-1/2001

Independently develop high-end concepts and extend them across multiple mediums, create detailed templates and style sheets, conduct creative presentations, and interact daily with photographers, stylists, producers, and graphic designers to meet time sensitive project demands. Provide art direction, mentorship and training to team of graphic designers, copywriters, and account coordinators. Communicate directly with production departments and printing facilities in Hong Kong to ensure best practices on technical and design issues on all projects. Manage external relationships with additional vendors and printers, provide direction for post-production, and apply strategic solutions relative to consumer demands for business services provided.

Junior Art Director/The Coastal Group, New York, NY 1/1998-8/1998

Assist Creative Director in all aspects of the development of the Advertising Department. Work with Creative Director to conceptualize and produce various advertising campaigns for clients. Awarded "Employee of the Year" in 1998 for exemplary work performance and artistic talent.

Graphic Designer/The Advertising Group, New York, NY 12/1995-11/1997

Work with Creative Director to produce a multitude of advertising and promotional campaigns (including illustration, layout, design, and pre/post production work) for clients including Giorgio Armani, Isotoner, Le Parker Meridien, and ILX Systems.

EDUCATION

Fashion Institute of Technology, New York, NY/BFA, Illustration

High School of Art and Design, New York, NY

TECHNICAL SKILLS

Certified in Adobe Premiere and Final Cut Pro video editing software. Extensive non-linear video and audio editing skills. In-depth knowledge of audio production, experienced with voice over recording and dialogue editing. Technical understanding of current video standards, file formats, codecs, compression methods, and balancing video footage and audio levels for consistency. Organized and experienced practitioner of efficient asset management, concise scripting/storyboarding, and streamlined workflows.

Technical mastery of Adobe Creative Suite Design applications (Photoshop, Illustrator, InDesign print and interactive, Acrobat), QuarkXPress, Microsoft Office (Word, Excel, PowerPoint), and font management; advanced knowledge of Mac OS X platform.

Certified in Drupal open source content management platform. Expert knowledge of website and mobile content management systems, including Vablet secure mobile content management platform.

In-depth knowledge of the creative process, front-end interactive design, print design/production, and photo shoot direction.

Highly skilled in composite design, photo-retouching, color correction, copywriting, traditional illustration, and creative presentations.

Knowledge of healthcare and medical industries, compliance rules and regulations, medical procedures, and medical device technology.

REFERENCES

Available upon request.