

Creative Team Lead with ten years of experience developing corporate brands and supporting marketing initiatives for multiple business types. Experienced in conception and strategy development for large marketing campaigns/initiatives. A team motivator with proven abilities to inspire creative team members to deliver superb creative work and development standards under tight deadlines. Capable of delegating but not afraid to get back to my roots by designing, developing and brainstorming new a creative services for clients.

Jackson Healthcare Solutions, Alpharetta, GA

November 2006 – Present Creative Manager

EXPERIENCE

- As Creative manager, led all creative development for most internal companies including LocumTenens.com, Premier Anesthesia, FaithBridge Foster Care, Jackson Healthcare and Hospital Radiology Partners
- Grew a creative team from 1 person to 5 in a span of 2.5 years
- Maintained a profit every year from our shared services business role
- Managed and mentored a creative department consisting of a flash developer, 2 designers and 2 web developers - developed a learning/training program on a quarterly basis for all team members ranging from css to content management development
- Maintain corporate graphics budget to ensure profitability and scalability of team, and to allow more flexibility in pricing structures of the graphics team to clients
- Created a Brand awareness project that involved a complete redesign, renaming and re-imaging of the entire company of FaithBridge Foster Care: materials included website, collateral, identity/brand, direct mail, communication pieces, multimedia presentation, etc.
- Built brand initiatives for Premier Anesthesia, Koger Energy, and TherapyJobs.com including brand book, marketing initiative/campaign and usage guides
- Designed, developed and managed heuristics for the new website Locumtenens.com, their main source of revenue and the highest grossing company at Jackson Healthcare
- Lead UI design/development on two multi-million dollar internal web applications
- Managed external vendor relations for multiple internal companies
- Managed all content managed websites and coordinate/delegate change requests and new site builds

(678) 469-3273 :: tstarr@gmail.com :: alldaydreamers.com :: [@thomasmstarr](https://twitter.com/thomasmstarr)

thomas st★rr

250 Sequoyah Drive Alpharetta, GA 30004

Infor Global Solutions, Alpharetta, GA

September 2005 – November 2006 Creative Manager/Senior Graphic Designer

- Facilitated all corporate and global marketing design needs including advertising conception and development, sales support, web support (design), brand and identity, product support and internal services
- Managed identity and brand across multiple acquisitions to tie a consistent look with corporate
- Standardized all vendor relations throughout marketing groups through one system for consistency.
- Managed all creative resources according to project and need.
- Created and managed all creative from collateral to advertising for all business units
- Created product identity through logo modular design used in splash screens, setup screens and gui graphics
- Developed advertising creative
- Art Directed creative using multiple designers and print vendors for 4000+ User Conference and its multiple materials including 88 page onsite guide, PowerPoint templates, banners and advertising
- Managed all digital assets and update as needed
- Produced package design for internal promotions
- Managed external vendor relations (print, creative and pr)

Dodge Communications, Roswell, GA

April 2005 – September 2005 Senior Graphic Designer

- Designed and executed print, broadcast, direct marketing, and collateral for Dodge Communication clients, a pr marketing firm
- Developed marketing collateral and support to assist internal team generate leads and sales
- Maintained consistent look and feel across all materials: digital and print mediums
- Handled multiple client projects expanding web development, printed collateral, advertising, sales materials and support

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- Updated client Websites, including structure and navigation, Flash animation, graphics and case study design
- Acted as Account rep. and art director for ADP on marketing and promotion communications
- Managed external vendor relations (print, creative and pr)
- Directed and edited photo shoot for Philips Medical devices advertisement

VistaScape Security Systems Atlanta, GA

March 2004 – April 2005 Associate Art Director

- Designed all advertising projects, including print, broadcast, direct marketing, and collateral for VistaScape, a software company developing security projects for large corporations, government, and Homeland Security facilities
- Developed tools such as demos and videos to assist the sales team generate leads and sales
- Developed corporate identity
- Created marketing materials including collateral, specification sheets, design templates, and PowerPoint graphics
- Designed and maintained website, including structure and navigation, Flash animation, graphics, and case study design, as well as Web marketing campaigns and search optimization
- Developed and directed multimedia demos for distribution to local and national television outlets
- Created multimedia presentations and customer proposal introduction videos to support the sales team, resulting in multi-million dollar contracts.
- Lead relations with advertising agencies, printing, and stock photography vendors.
- Filmed b-roll/stock footage for use in corporate materials.
- Assisted engineering in the production of 3D virtual models (virtual worlds) for use in the product.
- Produced, directed, filmed and edited 2 minute company testimonial for web and distribution with product demo

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Internet Security Systems Atlanta, GA

June 2001 – March 2004 Production Manager

- Responsible for managing the quality of work and workflow of print and online projects in the Marketing department
- Designed all collateral for internal and consumer-facing materials. High profile projects included package design for retail product, logo design for ISS' main product line, Proventia, as well as multimedia demos for executive level projects
- Fulfilled requests from clients for promotions, and HTML email campaigns
- Provided graphic support for PowerPoints, case studies, and whitepapers
- Managed workflow and assignments for entire graphic design group
- Responsible for online advertising campaign from 2001 to 2002
- Designed Internet Security Systems' 2001-2002 Annual Report
- Created package design for BlackICE PC Protection
- Led collateral redesign for Internet Security Systems, including templates for white papers, case studies, presentations, product/services brochures, and datasheets
- Responsible for concept and design for global "Are You Vulnerable?" seminar series
- Created several multimedia demos for research group to be used for television coverage as well as a virtual tour of ISS' Security Operations Center

Independent Consultant

- 575 Communications: logo creation, branding and interim creative director
- Rainwaterpillow.com: brand/identity, logo, collateral pieces, advertising & web development
- VersionOne: product logo treatments, website graphics and website design
- Wunderkind PR (<http://www.wunderkindpr.com>): website, branding, logo, account pitch (creative director) to Arby's corporate and identity creation
- Webroot (<http://www.webroot.com>): Security in review document creation (80 page book with multimedia cd), website template design and graphic support for sales
- YourCIO (<http://www.yourcio.net>): Logo design, website design, internal marketing collateral and company branding standards
- MiriamLemnoui.com: logo, identity, album art, website, photography, marketing and PR
- RaleyHollowayOfficial.com: logo, identity, album art, website, photography, marketing and PR
- AndromedasCharms.com: logo, identity, album art, website, photography, marketing and PR

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LaGrange College 2001

Bachelor of Arts, Art and Design, Graphic Design Concentration

Columbus State University 1999

AWARDS AND HONORS

Graduated with Cum Laude Honors

Dean's List at Columbus State University

Nominated for National College Honor Society

Academic Scholarship for LaGrange College

Brotherhood Award for Pi Kappa Phi Fraternity

Art Achievement Jean Young Purchase Award in Photography and Graphic Design

LaGrange College Art Student League

Chairman 2000-2001 of PUSH (People Understanding the Severely Handicapped:
National Philanthropy)

Volunteer work with handicapped

Like most creative directors, I too started as a designer and web guy. My skills still to this day remain sharp as a designer because I am never to proud to do even the smallest of job. I have a wide array of software experience ranging from 3D Studio Max to Adobe After Effects to Visual Studio. Over the years, I have acquired a full range of skills that range from technical, creative, conceptual and managerial. I have art directed and organized the production of advertising, direct mail, product demos, events and numerous photo/video shoots (with many short deadlines). I pride myself on being a team leader and an easy going person, but I will fight a good fight for great ideas whether they are mine or one of my coworker's.

Contact me today for references or go to my website to see samples of my work.
www.alldaydreamers.com

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