

# Hello there.

I figured I would start out with a powerful opener, a real zinger, one that would speak to my desire to direct, design and develop award-winning interactive solutions for my clients.

I would probably continue with a few lines about my ability to solve almost any problem, the importance of the relationships I've developed, and my drive to provide positive, motivating leadership.

Finally, I'd finish it with a strong closer, one to really take 'em home. **Or I could just say that all of the above applies, and leave it at that.**

## BrentEveleth

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### **Tribal DDB** Creative Director / Rich Media Architect, previously Assoc. Creative Director 9\08 thru present

In the Fall of 2008, I joined the team at Tribal DDB in Chicago. This is an agency that has come a long way since their inception, including being recognized as Global Agency of the Year for 2008 and Agency A-List for 2009 by Advertising Age. Tribal continues to push the edges of what it means to be an interactive agency and I'm focusing my efforts on our large-site expertise, seeking to push it even further.

*Quaker, Lutron*

### **BEAM Interactive & Relationship Marketing** Sr. Art Director 8\07 thru 8\08

I spent a challenging and rewarding year at BEAM, a small-sized interactive agency in Boston. Yes, that title says Senior Art Director. Why would I take a title cut from my last position? Because of their commitment to the interactive medium, because of the great talent and energy there, and because it doesn't really matter, as long as the work is good.

*athenahealth, Bed Bath & Beyond, Credo Mobile, L.L.Bean*

### **Mullen** Assoc. Creative Director, previously Sr. Interactive Designer 8\05 thru 8\07

The one word defining my achievement at Mullen is integration. Integration of the interactive discipline at project kickoff. Integration of user centric thought into the design of brand messages. I lead my own teams designing and developing web sites, OLA campaigns, and rich media projects, and fostered those teams to build their talents. I also worked across disciplines, adding interactive thinking to brand campaigns, participated in new business pitches and spearheaded internal educational and restructuring initiatives.

*Department of Defense, Embarq, GameTap, General Motors Cardmember Services, H&R Block, Progress Energy, Sealy/Stearns & Foster, Stanley Tools, Virgin Money, XM Radio*

### **Weymouth Design** Sr. Interactive Designer & Art Director 9\99 thru 8\05

I was one of three designers in the interactive department at Weymouth Design, which meant I was in a position to carve my own niche. I gained experience through projects where we tested new waters. I worked with a team of 10 developing & directing the design for web sites, interactive applications, video & motion graphics and OLA campaigns. Additionally, I was responsible for developing project strategy, establishing budgets and managing client relationships.

*Bacou-Dalloz Corporation, Corning, Cobra Golf, Mead Papers, Millipore, Sappi Papers, Serono, Scotty Cameron Golf, Titleist Golf, TJX Corporation, Zildjian*

### **LGB, Inc.** Sr. Designer 8\98 thru 8\99

At this small agency, I learned that core advertising concepts apply to any client, whether it's a stud farm, a distillery or a Flaming Carrot. Regular projects included designing, producing and trafficking weekly ads for clients, web site development and maintenance, as well as layout for a graphic novel, and brand identity and design for a national trade magazine.

*The Backstretch Magazine, Mystery Men Comics, Old Rip Van Winkle Distillery, Taylor Made Farms, Vinery Farms*

## Skills

This section is where you would typically find a laundry-list of skills and abilities, listing a bunch of Adobe products, maybe even Final Cut Pro or experience coding Ruby on Rails. A resourceful person can always get something done, given the right team and plenty of determination. I've built sites and animations, edited video and developed applications. I've written proposals, authored site strategies and developed new frameworks for global interactive brand strategies. Heck, I was even a hand model once (very short-lived; terrible cuticles.)

## Education

1993 - 1997 B.S. Studio Art, Interactive Graphic Design concentration; Skidmore College