

LINCOLN

Creative Director
Marketing Manager

WHISLER

417.224.0848
lincolnwhisler@gmail.com

OBJECTIVE

I am an energetic team-player ready to contribute my creativity & experience in design and marketing.

ABOUT ME

Besides being friendly and fun, I'm a collaborator and I'm coachable. I get more enjoyment out of achieving goals as a team than taking exception. I get satisfaction when my client wins. I don't think everything has already been done, and I won't stop until I prove it.

EMPLOYMENT

Advertising Director, Reliable Superstore (Toyota, Lexus, BMW, Audi)

August 2004 to Present - 7 years

I manage the company's public image. From newsprint layouts and multi-page full-color spreads to roadside billboards and promotional events I have created miles of newsprint and media representing millions spent in my department budget.

In a fast-paced, technical and demanding industry I rejuvenate and package the same products with a fresh message on a weekly basis meeting daily deadlines and maintaining the dealership's elite status in a competitive market. I became the "go to" source for help regarding the internet, search engine optimization, online marketing and social media. I also connect with customers on a personal level representing the company at exhibitions and events.

Produced and oversaw advertising campaigns for media outlets.
Coordinated with dealership managers & outside media vendors to develop new marketing strategies.
Handled everything from strategy to product management.
Senior copywriter and marketing strategist for sales and promotions.
Created original designs, advertising campaigns and collateral support pieces.
Directed photo & video shoots of dealership properties and vehicles.
Developed new websites and performed maintenance and updates of existing websites.
Responsible for internal and external signage, banners, billboards and vehicle graphics.
Brokered and negotiated contracts for media purchases.

Freelance Web Designer

November 2002 to August 2004 - 2 years

Built websites and client relationships in a personal atmosphere.
Web hosting, desktop publishing and self-sufficient web design.

Advertising Director, RE/MAX House of Brokers

March 1999 to November 2002 - 3 years

Built all in-house print advertising. Developed new marketing materials. Transitioned my department from mechanical paste-up to electronic. Developed and launched the company's first website.

EDUCATION

Southwest Missouri State
Ozarks Technical College
Webster University, St. Louis

Proficient in multiple design applications including Adobe Indesign, Illustrator, Photoshop, Wordpress, Dreamweaver, Joomla, Office and ftp clients.

References available on request. Also visit <http://resume.lincco.com>