

michael gorey

creative direc
tion+design

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Creative branding expert with diverse category experience;

Creative Director of consumer and corporate communications with 15 years experience conducting successful packaging, product launches, advertising campaigns and brand development. Extensive expertise in skincare and beauty markets including product development, packaging, branding, print and broadcast advertising. Dedicated team leader with proven management skills directing teams with multiple creative functions including copywriting, web development, graphic design, package design, art direction, illustration and photography. Demonstrated success as a manager of creative departments with regional responsibilities. Accomplished in developing individuals to build effective and dedicated creative teams. Diverse industry qualifications in corporate and agency environments with competencies in retail, consumer electronics, beauty, fragrance, fashion and entertainment. Proven team player and qualified negotiator with external business partners to deliver on-brand solutions to meet strategic business initiatives. Exceptional ability to lead creative strategy development and inspire extraordinary results from start through implementation. Excellent and persuasive communicator and presenter when delivering new business pitches, creative briefs, inter-departmental presentations and client/cross functional partnerships. Ability to implement and develop effective processes to support healthy client/cross functional relationships, on-time deliverables and increased agency billings.

CVS/pharmacy, RI (2008 - 2009)

Creative Consultant for Beauty Marketing – Developed CVS Beauty brand 2008 campaign including creative coordination of design, photography and post-production of in-store materials. Successfully directed the creation of strategic “at shelf” signing program to support CVS owned brands. Facilitated successful collaboration between internal creative departments that resulted in creative works that exceed client expectations. Established ad agency protocols and processes to CVS in-house creative department to increase creative output and diversity. Drafted proposal requests, comprehensive budgets and creative briefs. Amended project management protocol and improved client relations with increased efficiencies and creative output.

Select Communications, NY (2005 - 2007)

Freelance Creative Director – Lead the creative development for national / global fragrance advertising including print and broadcast media for Davidoff brands. Directed conceptual development for campaign pitches comprising of traditional and new medias. Strengthened creative collaborations among art directors, copywriters strategists and client services. Critiqued and revised strategic presentations and creative briefs to accurately achieve the clients’ marketing objectives. Provided clear and ongoing feedback to team throughout project including indepth knowledge of current design and photographic trends for advertising. Successfully managed commercial shoots with directors, photographers, editors and digital labs to assure high quality implementation of all work produced, consistent with client and agency expectations.

Independent Consultant, NY (2004 - 2005)

Freelance Brand Consultant – Consulted for multiple skincare and cosmetic brands in areas of packaging, advertising and branding. Conducted brand review of current design and marketing practices encompassing brand core values discussions with key executives and directors. Integrated with in-house creative resources and promoted effective interdepartmental collaborations. Drafted and developed internal branding presentation which depicted various brand strengths and weakness for effective marketing strategies, product positioning and design practices. Directed the creation of brand standards manual and other tools for implementation of brand vision in cross media applications. Designed packaging, product catalogues, retail point-of-purchase and Internet graphics for effective comprehensive marketing efforts. Successfully conducted product photo shoots to assure on brand visuals and exceeded client expectations.

Clients: Murad Skin Care, Sheer Cover Cosmetics, Principal’s Secret Cosmetics, Meaningfull Beauty Cosmetics

Stanford Personal Care, CA (2002 - 2004)

Creative Director – Established in-house art department for private label bath and body products manufacturer. Successfully implemented procedures and structures to support sales and marketing growth. In-house design projects include: packaging design, trade advertising, trade show collaterals, product sell sheets, point-of-purchase displays, pre-packs and company capabilities brochure. Developed and designed branded product lines for Control Label to complement retailers’ guidelines and

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standards. Directed all package development and design from concept to production including client presentations and press approvals. Mentored mid-level and junior staff to ensure high quality implementation of creative work. Design department's outstanding performance resulted in a 33% increase in annual sales.

Clients: JC Penney, Wall Mart, Eckerd, Nordstrom Rack, FredMeyer and Sally Beauty

Towers Perrin, CA (2000 - 2002)

Creative Director – Directed the restructuring and expansion of three regional in-house creative services offices with a combined staff of 15. Increased creative services capabilities by empowering regional directors to re-define key job descriptions and promote employee education. Promoted internal departmental cross- discipline collaboration and facilitated team building workshops. Consulted with clients (Director of Human Resources for fortune 500 companies) and advised on branding methods and communication strategies designed to create awareness and promote the new resources. Effectively implemented HR communications campaigns utilizing print and electronic medias designed to increase HR enrollment. Strengthened vendor relationships to assure cost effective printing and production techniques while maintaining the integrity of design.

Clients: Agilent, AT&T Broadband, Hilton, Farmers Insurance, Northrop Grumman, Honda Motor Company, Sparklets/Dannon

Blue Creative Group, CA (1997 - 2000)

Creative Director, Partner – Founded small creative studio specializing in design for advertising and branding. Conducted all new business efforts and developed agency promotional materials. Sales efforts resulted in acquisition of diverse client base. Successfully pitched and won cosmetics, restaurant and technology accounts. Managed team of designers and implemented workflow practices including estimating, job tracking and billing procedures. Developed and implemented a product oriented branding strategy by creating a graphic system including packaging, retail point-of-purchase, consumer collateral and promotions significantly increasing brand awareness. Established identity of non-profit organization by designing a corporate identity that successfully communicates the vision of the non-profit organization. Advised clients in areas of marketing, advertising, printing and budget allocation. Successfully conducted product photo shoots and press checks to assure deliverables exceeded quality expectations.

Clients: Advanced Printing Technologies, The Bagel Factory, Common Ground, Hard Candy Cosmetics, The Westside H.I.V. Community Center, International Documentary Association, Jetset Poker.com

M. Advertising, CA (1996 - 1997)

Sr. Art Director – Directed four-person art department for boutique ad agency. Supervised junior staff and freelancers with multiple client responsibilities. Managed creative resources and scheduled workflow for optimum efficiencies. Crafted new business presentations including writing and design formatting. Concepted and pitched advertising campaign for the launch of an imported premium bottled water company. Designed branding campaign for the launch of a line of hand-crafted mattresses. Directed photo shoots and assembled creative teams including: photographer, model, clothing stylist, hair and make-up. Created identity, packaging, collateral, in-store materials, print, newspaper and outdoor ads from concept to completion. Successfully conducted and approved photo retouching, digital mechanicals and press checks to assure materials exceeded client expectations.

Clients: Alba Botanica, Chattam & Wells Mattress, Fiji Water, Horizon Furniture, Santa Monica Place, Natrol Vitamins Supplements, UltraViolet Swimwear

Arnell Group, NY (1994 - 1996)

Art Director for Branding – Specialized in innovative branding conceptualization and design for consumer electronics, retail and fashion clients. Designed full-line consumer electronics brochure with product photography, comparison graphs and line drawings for catalogue. Re-designed pantyhose packaging with emphasis on typographic style, color and special package die-cuts to achieve powerful brand oriented design. Designed various marketing collateral including point-of-purchase displays, sell sheets, postcards and print ads. Responsibilities also included pre-press production and press checks.

Clients: Ann Klein, Fila, Marui, Issac Mizrahi, Samsung Electronics, Hanes Leggs Pantyhose, Ray-Ban Sunglasses

1992–1994 Art Center College of Design

Bachelors of Arts

Graphics and Packaging Design

1999–2001 Art Center, Pasadena CA

Instructor

Introduction to Graphic Design

Art Direction for Advertising