

CONTACT

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CREATIVE
DIRECTOR

WEB
DESIGNER

EDUCATOR

PROJECT
MANAGER

PORTFOLIO

davidkleckner.com

SUMMARY

Creative Director with over 20 years experience in communication, presentation, problem-solving and project-management skills. Proven success in leading and inspiring creative teams to produce quality work under persistent deadlines. Guided by a discerning eye for successful creative design and a clear knowledge of the influence of effective visual communication on brand recognition and awareness.

EDUCATION

Illinois State University – Normal, IL

- Bachelor of Science in Fine Arts (Graphic Design)
- Master of Science in Arts Technology

PROFESSIONAL EXPERIENCE

Adjunct Professor • Illinois Wesleyan University, Fall 2015 - Present

- **Graphic Design I & II** - Principles and Practice of Graphic Design
- **Graphic Design IV** - Branding
- **Web Design I & II** - HTML, CSS, Javascript, SQL, WordPress, UX/UI Design

Group Art Director • Outdoor Sportsman Group, July 1998 - March 2019

- Develop, direct, and review work of the creative team in the production of all print, web, and digital marketing collateral.
- Initiate and manage content strategy for both small-scale and large-scale projects, harnessing strategy, digital and brand design, compelling content, and technology.
- Collaborate with the marketing and sales departments in developing marketing plans, analyzing results, and identifying opportunities.
- Develop internal marketing campaigns that translate marketing objectives across business units into clear and motivating creative strategies.
- Analyze brand tracking, market trends, consumer need, and the competitive landscape.
- Meet budget standards by forecasting and managing expenses.
- Supervise a cross-functional team of art directors, graphic designers, social media experts, and photographers in the strategic development of messages and deliverables.
- Prioritize work and resources across engagements based on short- and long-term needs, establishing production schedules by collaborating with designers and production departments.
- Conduct brainstorming sessions with creative team, maintaining strategic and creative thinking to develop innovative and actionable creative initiatives in a fiscally responsible manner.
- Review and approve art and copy developed by the team, ensuring deliverables that effectively address marketing goals and challenges.
- Produce fresh, innovative work that translates complex ideas into compelling print materials and digital experiences for visually sophisticated audiences.

PROFICIENCIES

Adobe Creative Cloud - InDesign, Photoshop, Illustrator, Dreamweaver, Premiere, After Effects, Audition, Acrobat, Media Encoder

Microsoft Office, Managing Editor Inc. - CLS (Classified Layout System)

Web Design – HTML5, CSS3, JavaScript, SEO, Website Analytics, CMS, WordPress, Processing, UX/UI Design and Development

Web Video, Digital Photography & Sound Design