

JOEL CLEVELAND/ART

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CLEVELAND CREATIVE INC.

Creative Director

**New York, New York
11/08 - Present**

Manage and oversee accounts on print, collateral, logo and web development.

Clients: *Para Los Niños, Los Angeles, California; Classico Construction, White Plains, New York; Professional Fire Restoration Services, Albany, New York; The Crotona Group LLC, Harrison, New York; HealthCare Supplements, Birmingham, Alabama.*

OGILVY PR WORLDWIDE

Associate Creative Director/Creative Department Head

**New York, New York
4/08 - 10/08**

Built and managed the Creative Department. Directed print, collateral, logo design, web development as well as PowerPoint presentations. Won pitches for Slimfast, Wyeth and Delivery.com.

Accounts: *Bayer, Ingelheim, Sprivia, Watson Pharmaceuticals, Nexius, JA Solar.*

CLEVELAND CREATIVE INC.

Creative Director/Consulting ACD/Senior Art Director

**New York, New York
2001 - 3/08**

Managed Creative Department, key player in new business pitches, print, collateral, web and email marketing.

Clients: *Para Los Niños, Los Angeles, California; Worldco, New York; Cross Media Entertainment, New York; The Crotona Group LLC, Harrison, New York; Altron, Cross River, New York; Cancer Support Team, Mamaroneck, New York; HealthCare Supplements, Birmingham, Alabama.*

Agencies: *TBWA\Chiat\Day\Tequila, The Gate Worldwide, Grey, G2, DraftFCB, Scuderia02, Colangelo Synergy Marketing, Robert A. Becker Euro RSCG, Hammerhead Advertising, Vogt/Wein, CooperDirect.*

Accounts: *Sprint, American Century Investments, State Street Global Assets, TD Waterhouse, Exuber, Flonase, Imitrex, Trexima, Computer Associates, Pearson Learning, Skoal, Callaway Golf, Patio.com, Hiram Walker, American Express.*

BIGFOOT INTERACTIVE

Co-Creative Director

**New York, New York
1999 - 2001**

Created animated and multimedia email campaigns. Instrumental in successful agency business pitches for AT&T Wireless, Dress Barn, and Glaxo Wellcome. Built and oversaw Creative Department of 12, interviewed, evaluated, and recommended new hires, supervised print, collateral, and website development for both client and in-house projects.

Accounts: *MCI WorldCom, Disney, The Wall Street Journal, Audio Basket, MyVirtualLife.Com, Astrology.Com.*

Consulting ACD/Senior Art Director

**New York, New York
1998 - 1999**

Agencies: *FCB, FCB HealthCare, Y&R, Wunderman, Lyons Lavey Nickel Swift.*

Accounts: *Sony, CitiBank, Xerox, Relenza, Zyban, Zolof, Avelox.*

HAMMERHEAD ADVERTISING

Partner/Creative Director

**Atlanta, Georgia
1996 - 1998**

Clients: *NCR, Nicklaus Flick Golf School, MacGregor Golf, The Center For Puppetry Arts, MediaOne, Emory University.*

Consulting ACD/Senior Art Director

Atlanta, Baltimore, San Francisco & Nashville

Agencies: Cole Henderson Drake, Austin Kelley, WestWayne, W. B. Doner, FCB, JWT, and Buntin.

1995

Accounts: BellSouth, MCI, Design House, Mobil Land, Burger King, Papa John's Pizza, Ford Dealers Of Maryland, Henry Wienhard's Beer, Adtrain, Entergy, Arby's, Searle.

WHM&G ADVERTISING

Atlanta, Georgia

Senior Art Director

1993 - 1995

Accounts: YKK, GE, Amoco, Hewlett Packard, Coastal Federal Bank, Bakkeart, and the Salvation Army.

HUGHES ADVERTISING

Atlanta, Georgia

Senior Art Director

1991 - 1992

Accounts: Hangar One, Spring Island, Callawassie Island, The Legends At Chateau Elan, La Cabana, The Boca Raton Club and the Jekyll Island Club.

TRONE ADVERTISING

Greensboro, North Carolina

Senior Art Director

1990

Accounts: RJR, Jefferson Pilot Life, & Carlyle & Company.

LEWIS, CLARK & GRAHAM

Atlanta, Georgia

Art Director

1988 - 1989

Accounts: Equifax, Mathis Dairy, Underground Atlanta.

Consulting Art Director

Atlanta, Georgia

Agencies: Tausche Martin Lonsdorf, Fitzgerald & Co., Joey Reiman, McCann, McFarland & Drier.

1987

Accounts: Carnival Cruise Lines, Delta Air Lines, Coke, First Atlanta, High Museum Of Art, Strohs, IBM.

Awards:

3 Gold National Addies, Archive, 24 ShowSouth Awards, 29 Atlanta Addies, the Art Directors Club of LA, Print Design Annual.

Education:

BFA from Atlanta College of Art, Atlanta, Georgia. Professor (2-years) The Portfolio Center, Atlanta, Georgia.

Skills:

Very proficient in Quark, experienced in Creative Suite, PowerPoint, Flash and email technologies.

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