

THOM HENKEL

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PROFESSIONAL EXPERIENCE

Creative Director

2017 to Present _ GA+NY, Definition 6

Complete broadcast advertising campaigns, brand launches, digital, experiential, and social content
Cartoon Network, Turner Broadcasting, WeTV, SAIA, Siemens, Mohawk, Oldcastle

Creative Director

2014 to 2017 _ GA+NY, Moxie (Publicis Groupe)

Directed complete advertising campaigns, including cross-platform, email, experiential and social
Verizon Wireless, UPS, Chick-fil-A, Wells Fargo, WalMart, BB&T, Coca-Cola

Senior Art Director

2009 to 2013 _ LA, Peter Mayer Advertising

Researched, conceptualized and produced complete, multi-channel advertising campaigns
CenturyLink, Zatarain's, Sanderson Farms, Hancock and Whitney Bank

Senior Designer

2006 to 2009 _ LA, Imaginal Marketing Group

Designed and implemented full client websites, logos and corporate branding styles
Aveda Salons and Spas, Aveda Institute, Beauty Basics, Paris Parker, Neill Corporation

Graphic Designer

2004 to 2006 _ NY, The Kooper Group

Conceptualized and designed benefit material, annual reports and secure benefits websites

Advertising Director

2002 to 2003 _ NY, Carolines On Broadway

Designed, maintained and promoted website and printed, promotional material

Graphic Designer/Composer

2000 to 2002 _ NY, The Evening Times

Executed advertisements and client work through manual pagination, paste-up and color separation

EDUCATION

Vaughn College of Aeronautics

2004 to 2006, New York, New York

Program included Airport Management as part of Air Traffic Control Certification
Curriculum included Advanced Mathematics, Public Speaking and Business Management
Dean's List and President's List Awards

State University of New York Mohawk Valley Community College

1999 to 2002, Utica, New York

Associates Degree in Graphic Design
Curriculum included Dimensional Design, Photography, Creative Typography,
Web Design, Digital Illustration and Publication Design

Herkimer County BOCES

1999, Herkimer, New York

Curriculum in Visual Communications
Gained experience with design related software and design fundamentals

CREATIVE DIRECTION

TECHNICAL FOUNDATIONS

Adobe InDesign
Adobe Photoshop
Adobe Illustrator
Adobe Premiere
Adobe/Macromedia Dreamweaver
Adobe/Macromedia Flash
Adobe Acrobat Professional
Quark XPress
Microsoft Word
Microsoft Powerpoint
Microsoft Excel
Apple Keynote

HTML/XHTML

CSS

PHP

JavaScript

MySQL

WordPress

Joomla/Mambo

Drupal

ModX

Web Standards & Accessibility
Search Engine Optimization
Cross browser compatibility

Broadcast Production

Casting & Direction

Macintosh and IBM/PC platforms

AWARDS

Webby Award Honoree
Advertising Persons of the Year Award (2010)
3 GDUSA American Graphic Design Awards
Gold, Silver & Bronze ADDY Awards
LACP Top 100 Communications Award
National Vocational Technical Honor Society
New York State Regents Diploma
Eagle Scout Award

PROFESSIONAL AFFILIATIONS

Graphic Artists Guild (GAG)
American Advertising Federation (AAF)
American Institute of Graphic Arts (AIGA)

REFERENCES

Available Upon Request