

THOM HENKEL

✉ thom@thomhenkel.com ☎ 917.757.5288 / 213.255.5288 🌐 thomhenkel.com

PROFESSIONAL EXPERIENCE

Creative Senior Manager

2024 to Present _ GA+Costa Rica, BCG Nexus Design Studio

Developed and implemented creative solutions while setting long-term creative vision and strategies

VP, Creative Director

2017 to 2024 _ GA+NY, Definition 6/Bridgenext

Complete broadcast advertising campaigns, brand launches, digital, experiential, and social content
Cartoon Network, Reynolds American, Nextdoor, Home Depot, Saia, Siemens, Claire's, Novelis

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, concepted 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

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

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

Herkimer, New York

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

CREATIVE DIRECTION

TECHNICAL FOUNDATIONS

Adobe Creative Suite
Microsoft Office Suite
Apple Productivity Suite

Interactive Design
Web Standards & Accessibility
Search Engine Optimization
CMS Integration

Broadcast Production
Casting & Direction
Post-Production Direction
Audio/Composing/Mixing Direction

AWARDS

Shorty Awards Finalist
2 Time Webby Award Honoree
Advertising Persons of the Year Award (2010)
GDUSA American Graphic Design Awards
Gold, Silver & Bronze ADDY Awards
LACP Top 100 Communications Award
Eagle Scout Award

PROFESSIONAL AFFILIATIONS

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

REFERENCES

Available Upon Request