

CAREER EXPERIENCE

ILFUSION CREATIVE - CREATIVE DIRECTOR (August 2011 -present)

Crafts visual deliverables for a wide spectrum of clients including national brands like Call of Duty, Fresh-n-Easy, Zelli Italian Shoes, Underoos as well as providing creative support to local eateries, small businesses, and B2B professional services.

Manages small team of creatives including accounts and web development to work effectively together, and inspire team members to create award winning work for client-partners. Filtered directive from owners to workers and frequently spoke on behalf of creative team to client-partners and accounts

Works with Ilfusion Ownership to bring about a clear progressive company culture and brand awareness. Doing so solved a large business weakness of having no clear brand. Before this we alienated our potential clients and hindered talent acquisition.

Acts as brand ambassador for Ilfusion. Initiated several community events in Fort Worth which put Ilfusion's name into the local scene as one of the top 10 recognizable agencies in the 13th largest city in the nation.

Topical experience in all aspects of creative agency service provision: design, photo, illustration, web, UX, experiential, SEO, accounts, social media, video, writing, sales, vendor selection, advertising. Hands-On experience in all aspects of video production (ideation, storyboarding, casting, direction, sound, lights, editing)

DENALI CREATIVE - CREATIVE DIRECTOR (August 2010 - August 2011)

Provide clients with creative solutions in web, traditional media and consulting that increases their revenues and generates a healthy flow of new patients in trackable and measurable ways.

Create market relevant concepts that demonstrate positive effects for clients located in diverse localities such as New York, NY, Denver, CO, Laguna Hills, CA and the DFW region.

Build a professional custom stock photography library and direct photo/video shoots for each client.

Put in extra hours to turn out branding campaigns with strong impact that have turned timid new clients in to established permanent relationships for our company.

Write ad copy that communicates with honesty, humor and is also medically appropriate to match the marketing direction and wishes of MDs and DDSs.

Manage high volume project list within the parameters of BaseCampHQ software (to-do lists, milestones, calendar events, write-board, contact lists, etc.)

KILGORE COLLEGE - ART DIRECTOR, ADJUNCT INSTRUCTOR (April 2006 -July 2010)

Successfully implemented a branding campaign and secured branding standards with the creation of publication guidelines, while giving unique appeal to each division through the use of brochures, letterhead, billboards, direct mailers, signs, apparel, division branding, copy-writing, and more.

Eliminated dependency on stock photography by directing frequent in-studio photo shoots and commanding on-site event photography.

Work closely with the marketing team, department committees, and outside clients to improve workflow procedures and prioritize heavy project lists that also include The World Famous Rangerettes, the Texas Shakespeare Festival, and the East Texas Oil Museum.

Overhauled the branding and marketing of the Texas Shakespeare Festival by establishing an official logo, branding their celebratory 25th season, and annually creating original art and printed pieces for each play.

Revitalized the college's web presence by extending my new branding concepts to the website through designing the overall concept, creating vital graphics, and assisting with basic HTML and Flash production.

As a faculty-adjunct teacher, redeveloped the "Intro into Graphic Design" course, creating more challenging, hands-on assignments and skill assessments that would better introduce students to a career in graphic design.

Supervised seasonal interns by directing projects, mentoring, and teaching concept-to-press procedures.

Started an official "green" movement for Kilgore College, generating interest through branding, organizing meetings, and establishing the first ever paper recycling system which serves the entire campus.

CREATIVE INVOLVEMENTS

AMERICAN ADVERTISING FEDERATION- FORT WORTH:

President (2017-2018), Board Member 4 years, attended 12+ conventions and conferences

ARTSVIEW CHILDREN'S THEATRE:

Volunteer, including workshop instructor, costume designer, and performer

AMERICAN CANCER SOCIETY:

Volunteer, including counselor and theme-related solo entertainer

CAMP SHOHOLA FOR BOYS:

Volunteer, including counselor, photography/graphic design instructor, Extreme Art class creator

RIFFAMANIA:

Created, Directed, Produced, and hosted 7 episodes of a live comedy show based on 1980's WWE wrestling and Roast Comedy

EDUCATION

KILGORE COLLEGE: Associates Degree of Applied Science 2004 Major: Advertising and Graphic Design (3.6 GPA)

Advanced online tutorials in Photoshop and Illustrator techniques

REFERENCES

BILL GIBBS

Former Marketing Director for Kilgore College (979) 845-2886

CARYN PEPPER:

Community Leader and mentor (903) 431-5609

WARREN COOK:

Creative Agency Owner (972) 979-9853

AMY MCGEHEE:

Past Co-Worker (817) 888-7666

BART CLEVELAND:

Professional Mentor and Creative Director and Teacher (512) 618-7155

LAUREN BOGLE:

Freelance Partner and Local Creative Business Owner (806) 445-1205

Lee Littlefield

2228 Edwin Street

Fort Worth, Texas 76110

Cell: 817 807 7831

Email: lee.littlefield@gmail.com