

Gene Wiseman

Dynamic Creative Professional

Personal Info

portfolio:
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Skills

Management/Supervision

Concept Development

Creative Direction/Strategy

Brand Design/Development

Marketing

Vendor Management

Budgeting

Client Relations

Art Direction

Direct Mail/Response

Integrated Campaigns

Website Creative

Environmental Design

Packaging Design

- 20+ years in creative services providing brand development, original graphic designs, package designs, advertising campaigns, web designs, marketing campaigns and artistic direction, development and fulfillment.
- Strategic and tactical leader of consultative and direct creative design services for advertising agencies and in-house corporate marketing/creative departments with a results oriented approach to new designs and production of advertising, branding and marketing collateral with attention to controlling costs.
- Reputation for creative talents, depth of experience in branding and a positive get-it-done attitude under tight time lines and sometimes difficult circumstances.

Work History

2014 •
Current

Senior Manager, Creative Services and Brand Identity

DHL Express, Plantation, FL - International logistics

- Oversaw all creative and branding initiatives, brand compliance and integrity for 50 countries. Including photo and video shoots, internal and external email communications, marketing campaigns, websites and various creative pieces.
- Tactical and strategic role building and supervising a 6 person in-house and remote designers and writers, managed over \$10 Million in marketing purchasing.
- Worked closely with Global Procurement to search for and negotiate with new vendors and suppliers. Worked with vendors to streamline services and reduce cost.
- Improved department's reputation and increased credibility throughout the organization through relationship development, cost-saving solutions, reliability and transparent project management. Fostered highly communicative, collaborative team culture.
- Collaborated with internal construction department to ensure continuity on company's new space build-outs and to develop and enforce branding standards both here in the US and the America's.
- Developed and implemented the rebranding of US vehicle fleet, drop boxes and retail spaces.
- Worked closely with the Regional and US CEO as well as other senior leaders on a variety of special projects.
- Employee of the Year 2018 and winner of the 2018 and 2020 CEO Award. Certified DHL training facilitator.

2013 • 2014 **Art Director**

Waterblasting Technologies, Stuart, FL - Heavy equipment manufacturer

- Developed and implemented marketing plans and media schedules for three industrial brands.
- Rebranded company's signature product, overhauled websites and established branding style guides.
- Planned and developed foreign and domestic trade show collateral, displays, promotional material and videos.
- Managed and directed writers and translators for all print, digital and web material.
- Oversee the day-to-day operation of the creative department and creative/marketing staff supporting all sales and marketing programs by designing and producing material that is both compelling and cost effective.
- Managed and developed the social media strategy as well as the creation of original content.

2010 • 2012 **Art Director**

American Registry, Boca Raton, FL - Online retailer of recognition products

- Directed the end-to-end creative services delivery incorporating new product design, brand development, website design, email and direct mail marketing, collateral and packaging design.
- Designed high-impact original new product designs and launched marketing campaigns resulting in improved quality and 20% increase in sales.
- Established creative and quality control standards to ensure consistency of processes and standard manufacturing procedures for internal marketing and contracted design resources.
- Oversaw, guided and coached 6 full time designers and freelancers.

2003 • 2009 **Creative Services Marketing Manager**

Bluegreen Vacations, Boca Raton, FL - One of the largest resort and timeshare developers

- Managed a \$5 Million budget and led overall quality initiatives in the design and execution of marketing materials for corporate operations and over 60 properties located in 20 states.
- Reduced expenses by 15% by introducing print-on-demand technology.
- Centralized mail programs by creating standardized mailing pieces resulting in 35% savings.
- Designed and managed a complex confirmation and fulfillment program that integrated online services, daily email messaging, individualized and customized print mail pieces.
- Collaborated with Legal Services to ensure regulatory terminology dictated by national and state legislation was included and met all requirements.

1999 • 2003 **Creative Services Manager - Packaging**

Rexall Sundown, Boca Raton, FL - Manufacturer of premium supplements and nutrition products

- Hired, developed and managed a creative services team of 4-10 internal employees and freelancer designers.
- Managed and directed the workflow of a fast paced, high volume art department.
- Oversaw the designing and production of packaging, Point-of-Sale and sales support materials for 3 national brands.
- Monitored and enforced quality control over brand and graphics to ensure consistency.
- Partnered with legal and regulatory as well as marketing to produce material that was accurate and quick to market.

Education

The Art Institute of Fort Lauderdale

Associate of Arts: Advertising Design: 3.7

Fort Lauderdale, FL

Computer Skills

Mac or PC platforms

***Creative:** Adobe Creative Suites: InDesign, Illustrator, Photoshop, Premiere; **General Office:** Microsoft Word, Excel, Outlook, PowerPoint*

Volunteer

The Pit Crew

Volunteer mechanic for a non-profit organization that provides free automotive repair services and advise to needy families

Awards and Recognition

American Resort Development Association (ARDA) - earned Gold and Silver Awards for Brand Designs

Harvey Verbatim Feedback Award

Printing Industry of Florida

ADFED Advertisers Choice Award