



Flexible Solutions - in print or online

Alexander W. Krail :: Art Director
215-429-5210

126 Ellen Way, Harleysville, PA 19438
design@alexkrail.com

Objective:

Freelance Art Director work or Senior Art Director / Creative Director position with an advertising agency that will challenge my current print and web design skills and allow me to develop new ones.

Qualifications:

Advertising & Design: Self-starter and studio manager at four agencies - handling all aspects of a project throughout the agency to maintain a smooth work flow. Strong creative style, excellent computer skills, fast concept sketches, copywriting ability, some video and radio experience, strong HTML skills, excellent art and photo direction, staff management, and client contact.

Computer: Extremely skilled in all the major software packages - Photoshop, Illustrator, Quark, InDesign, Image Ready, Dreamweaver, etc. - what I don't know I'm very fast to learn. I have trained staff in all of these programs as well. Also familiar with database/spreadsheet, word processing, networks, and system diagnostics.

Business Management & Communications: Staff management, customer relations/sales experience with training in Business Writing and Communications. In my advertising career, I have handled all aspects of agency operations - marketing plans, estimating, budget and media planning, creative direction, project management, and new business presentation.

Employment:

Freelance Art Director / *March '02 - present*

Working directly with advertising agency/design studios, as well as corporate clients, to create online and print marketing campaigns. In all projects I rely on my diverse talents, creative ability, and a proven network of other artists, writers, programmers, etc. - built from 15 years experience in the advertising business.

Senior Art Director / [anonymous] productions, Lansdale, PA. *November '00 - March '02*

Bringing marketing and creative guidance to an established web design agency to work with their web design team and grow their print design abilities. Agency worked primarily in web design and online marketing for the interactive game and entertainment industries.

Senior Art Director / Antoniewicz & Clouser, Yardley, PA. *February '95 - November '00*

Brought previously freelance-based art department internal with computerization of art department. Manage all aspects of projects within agency, working closely with copywriter and marketing/media departments to satisfy client's needs. Also acting as secondary contact to all accounts. Agency worked primarily in direct mail and print ads for business-to-business accounts. Clients included Educational Testing Service (ETS), Avery Dennison, ICI Imagedata, Barron's, and IBM.

Senior Art Director / Beach Advertising, Philadelphia, PA. *December '91 - February '95*

Established computerization of art department. Manage art staff, freelancers, suppliers, and all creative output of agency. Work closely with account reps, acting as second contact to many accounts, and handling several accounts of my own. Agency worked primarily in print collateral for social service and tourism accounts. Clients included Philadelphia Convention and Visitors Bureau, Pennsylvania Convention Center, and Educational Testing Service (ETS).

Art Director / Target Marketing & Communications, Bethlehem, PA. *July '88 - December '91*

Developed in-house art department - responsible for creative output, as well as, all aspects of project production within the agency. Agency worked primarily in B-to-B with financial and industrial accounts. Clients included Bucks County Bank, Corning, Rodale Press, and United Way.

Marketing Assistant / Allentown Valve & Fitting Company, Emmaus, PA. *June '82 - July '88*

Assisted sales manager with technical information, marketing, and sales projects. Computer consultant and design services retained on a per project basis.

Education:

Moravian College / Bethlehem, PA. Graduated Evening School *December '87* - Business Management major, Art minor, and a Business Communications certificate degree.

Beaver College / Full-time for three semesters as a Graphic Design major.