

# Gwen Croft

420 W. 47 St. #2C  
New York, NY 10036

gwen@croftcommunications.com  
<http://www.croftcommunications.com>

Phone (212) 489-7833  
Fax (212) 265-8104

## HIGHLIGHTS

- National and regional award-winning designs in several categories: Direct Mail, Catalog Design, Brochure/Single Promotion, Specialty Advertising, Billboard, and Public Service Campaign.
- Comprehensive software skills: Photoshop, ImageReady, Illustrator, GoLive and Dreamweaver, HTML, InDesign, QuarkExpress, Microsoft Word, and more.
- Complete technology and redundancy: Macintosh G4 and G3 computers, PC with Windows, Broadband and dialup modems, printers, scanners, and backup.

## EXPERIENCE

### Owner/Designer

1995 to present

Croft Communications & Web Design, 420 W. 47th St., New York

- Founded my own company after 20 years of progressive experience as a Graphic Designer, Art Director, Creative Services Director and Advertising Manager.
- Internet design and development services include project management, strategic planning, creative direction and programming of ecommerce- enabled sites, Flash sites, animated banners, hosting, email marketing, site content and maintenance.
- Print services and experience include direct marketing, ads, logo design, catalogs, brochures, stationary and collateral material, prepress, four-color and spot printing
- Experience in event coordination and promotion, media buying/placement, set design, video production, specialty advertising, fulfillment management, digital and traditional photography and public service campaigns.
- Clients include: HBO Interactive, Rockrose Development Corporation, Hudson Chelsea Associates LTD, Villa Roma Resort and Conference Center, Holiday Mountain Fun Park, and Public/Private Ventures.
- URL's include: [www.hbo.com/films/pointoforigin](http://www.hbo.com/films/pointoforigin), [www.thecrossroadsnyc.com](http://www.thecrossroadsnyc.com), [www.theclinton.com](http://www.theclinton.com), [www.chelseacentro.com](http://www.chelseacentro.com), [www.holidaymtn.com](http://www.holidaymtn.com), [www.villaroma.com](http://www.villaroma.com). See <http://www.croftcommunications.com/clients.html> for a complete list.

### Art Director

1994 to 1995

Finlay Fine Jewelry, 521 5th Ave., New York

- Managed in-house creative/production department producing over 180 pages of catalogs annually. Responsible from concept through completion - included pitching concepts to senior officers to press checks. Created direct mail, television commercials, point-of-purchase and training material for corporation earning more than a half billion in sales annually.
- Hired and trained staff and freelance artists: Mac, traditional boards, and illustrators. Selected photographers and other vendor services.

### Advertising Manager

1990 to 1994

Coker Tire, Chattanooga, TN

- Won two *Silver ADDY Awards* (Excellence for outstanding Achievement in Advertising presented by The Chattanooga Advertising Federation) for brochure design and direct marketing. Bestowed with an *Award of Merit by PIAS* (Printing Industry Association of the South, Inc) for catalog design.
- Managed marketing, advertising and art department of in-house agency for international company producing tires for antique automobiles, trucks, and motorcycles. Increased sales by one-third the first year. Increased an additional 25% the second and third years.
- Produced radio and television commercials. Negotiated media contracts and placement.
- Managed all aspects of design projects including catalogs, direct mail, packages, brochures, ancillary products, merchandise - from concept through final production.

## EXPERIENCE *(Continued)*

### Art Director

1982 to 1990

WTVC-TV9, Chattanooga, TN

- Awarded *National Broadcast Promotion and Marketing Executives 1990 Gold Medallion* for Television Promotion Campaign.
- Awarded *Gold ADDY's* for Painted Billboard design, and Specialty Advertising, awarded *Silver ADDY* for Television Public Service Campaign.
- Created the station's visual/graphic look each year.
- Designed and produced collateral material for the sales department, merchandise and promotional items for the marketing department, and provided on-air graphics for news and weather department using computer and traditional board skills.
- Illustrated commercial storyboards for direct advertising clients.

### Creative Services/ Graphic Designer

1980 to 1982

Williams, Ripple and Associates, Chattanooga, TN

- Promoted first year from graphic designer to Projects Manager/Creative Services Director, overseeing television production and photography divisions.

## EDUCATION

### Master of Arts in Concious Evolution

The Graduate Institute in Milford, CT

- Student Address at Commencement Ceremony, August 2004
- Culminating Project online at [http://www.croftcommunications.com/oz\\_index.html](http://www.croftcommunications.com/oz_index.html)

### Bachelor of Arts in Communications 1988

University of Tennessee at Chattanooga

- Major - Communications/Advertising; Minors - Graphic Design and Psychology
- Dean's list and 3.5 grade point average
- Granted Provost Student Research Award

### Continuing Education

- United Digital Artist  
Classes in JavaScript and E-Commerce
- School of Visual Arts  
Flash Animation Technology
- Gotham Writer's Workshop  
Creative Non-Fiction

## REFERENCES, PORTFOLIO, URLS AND CLIENT LIST

- Available and furnished upon request if not attached.