



TAMMY MYERS
art direction + design + photography

Tammy Myers
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+ INDUSTRY EXPERIENCE

Freelance Art Director/Creative Director/Photographer

Ohio-Michigan June 2013 - Present

Responsible for developing marketing strategies, presenting ideas, and leading projects including promotional print collateral packages, video and photo direction, brand development, print, online, and social media advertising for clients that range from Renee Physical Therapy to the Grand Rapids Community College and my own personal full media Forgotten Fighters Campaign. Work closely with clients and vendors to execute marketing solutions that utilize the proper resources while working within project timelines and budgets.

SBC Advertising

Columbus, OH Dec. 2011 - June 2013, Art Director

Developed and finalized strategic concepts for integrated marketing campaigns for B2B, retail, and service clients including Elmer's Glue, Ashley Stewart Fashions, Subway, and Crazy Glue. Responsible for leading creative campaign development in a range of marketing elements including promotional print collateral packages, brand development, in-store installations, television, outdoor, radio, and Web-based media. Worked closely with creative directors, graphic designers, copywriters, production artists, photographers, digital and social media specialists, PR, animation specialists, and print vendors to provide effective and comprehensive marketing solutions to retailers and national brands while keeping a consistent brand voice across all platforms.

GSW Advertising Worldwide

Columbus, OH May 2010 - Nov. 2011, Art Director

Developed creative marketing strategies and finalized concepts for integrated marketing campaigns for both national and international Health and Wellness and pharmaceutical clients including Amgen Global, Emetrol, Abbott Nutrition, Eli Lilly and Company and Regeneron. Responsible for leading creative campaign development in a range of marketing elements, including the generation of creative concepts and promotional print collateral packages, as well as digital collateral and Web-based media. Worked directly with clients to establish goals, identify needs, and ensure successful execution within the parameters of project budget and timeline.

PINK TANK, of GSW Worldwide

Columbus, OH May 2010 - Nov. 2011, Art Director

Worked as an art director on Pink Tank, a GSW team specializing in healthcare marketing to women. Pink Tank offered clients "brand counselors" with expertise in psychology, patient advocacy, gender and cultural studies, along with experience in healthcare and consumer marketing. The team, included planners, who provided behavioral and psychological insights into women consumers, along with client services and creative staff. GSW women's health brands include Eli Lilly's Evista, Amgen Global, Abbot Nutrition, Emetrol, Regeneron and Forteo osteoporosis drugs. The team launched a first-ever consumer campaign for MGI Pharma's Aloxi anti-emetic targeting female cancer patients, particularly those undergoing treatment for breast cancer. The effort featured print ads running in magazines like Redbook, Good Housekeeping and Better Homes and Gardens. While working on Pink Tank, I worked closely with creative directors, nurse practitioners, graphic designers, strategic planners, medical copywriters, production artists, photographers, digital and social media specialists, and print vendors to provide effective and comprehensive marketing solutions to retailers and national brands while keeping a consistent brand voice across all platforms and keeping all brand-based marketing within FDA guidelines and print/digital requirements.

Crowe Horwath LLP

Grand Rapids, MI June 2008 - May 2010, Art Director

Responsible for the development and implementation of all direct mail campaigns reaching potential clientele in both targeted national and international markets. Designed and art directed integrated marketing campaigns, in addition to generating creative concepts, promotional packaging, and online and off-line collateral packages. Worked with creative director to develop strategic design initiatives on new business direct mail, promotional, and digital campaigns. Developed and maintained corporate brand standards within company materials.

Committee to Elect Donald Bradley

Detroit, MI Oct. 2008 - Feb. 2009, Freelance Art Director

Responsible for the design and execution of an innovative multimedia campaign for the Detroit mayoral race of 2009. Developed concepts and finalized design for a range of media, including brand positioning, identity design, collateral design, advertising campaign, user interface design, apparel design, and package design. Worked with media buyers, copywriters, print vendors, and campaign officials to effectively integrate campaign materials, including messaging theme, campaign consulting, print collateral, design, photography, and Web-based media.

Extra Credit Projects

Grand Rapids, MI March - May 2008, Freelance Art Director

Responsible for conceiving and developing an integrated marketing campaign for Zondervan books including print ads, product displays, and Web media. Worked closely with creative team to establish creative standards and design direction.

Highland Group

Grand Rapids, MI May 2007 - Feb. 2008, Graphic Designer

Responsible for designing in a variety of media for clients ranging from the Grand Rapids Marathon to Holland Hospital. Worked closely with creative director, production managers, account managers, and print vendors to take projects from concept to production.

Justice and Monroe Advertising

Grand Rapids, MI Jan. 2006 - April 2007, Art Direction Intern

Responsible for designing in a variety of media for clients ranging from the Fox Motor Group to The Grand Rapids Griffins and Brann's Steak house and Sports Grille.

Cause-based Marketing and Design

Grand Rapids, MI Jan. 2006 - present, Freelance Art Director

Responsible for designing in a variety of medias for clients including; Forgotten Fighters, The Student Advancement Foundation, Boarding for Breast Cancer, United Way Grand Rapids, Greater Grand Rapids Reads, and The Salvation Army. Work closely with clients to execute marketing solutions that utilize the proper resources while working within project time lines and budgets.

+ EDUCATION

Kendall College of Art and Design, Grand Rapids, MI
Bachelor of Fine Arts, Visual Communications

Academy of Art University, San Francisco, CA
Partial MFA

+ AWARDS

West Michigan's Best Documentary Award, Winter 2016
SUBWAY'S Best Award for compelling work, Winter/Spring 2013
SUBWAY'S Best Award for compelling work, Summer/Fall 2012
2 West Michigan Silver Addy Award, Winter 2010
District Six Regional Silver Addy Award, Spring 2008
2 West Michigan Addy Judges' Choice Awards, Winter 2008
2 West Michigan Gold Addy Awards, Winter 2008
7 West Michigan Silver Addy Awards, Winter 2008
District Six Regional Student Silver Addy Award, Spring 2006
West Michigan Student Silver Addy Award, Winter 2006

+ AFFILIATIONS

American Institute of Graphic Arts
American Advertising Federation
AD CLUB
Society for Environmental Graphic Design

+ SKILLS

Proficient in Adobe Creative Cloud as well as both Mac OS X and Windows platforms.
Professional Photographic skills