



michael s. leon  
creative director

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REFERENCE

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• Bruce Grant (M Partners) Director:  
" ... In advertising I've worked with many talented Directors, but no one who impressed me as much as Michael Leon. ... able to interface well on all levels of management and is an excellent communicator, never faltering, but always inspiring confidence."

• Jim Donald (Starbucks) CEO:  
"... A professional, dedicated, hard working individual. He is respected by me, other management and his fellow coworkers... results I have encountered have been outstanding creative solutions, a pleasant demeanor and a team oriented spirit ..."

• Bill Cabey (Specialty Systems) VP / COO:  
"... Mr. Leon demonstrates very valuable business traits: 1. Initiative, 2. Dependability, 3. Attention to detail, and 4. A high degree of focus on customer satisfaction... He's a multi-dimensional employee making my organization better."

DEGREE

Rutgers University: new brunswick, n.j.  
BA . visual arts, design and sociology

School of Visual Arts: n.y.c.,  
Post Grad Study .advertising & design

OceanCountyCollege/KeanUniv., n.j.  
Post Grad Certification . web design

Lynda.com - On-line: Continuing Ed:  
marketing, design, web, social media

SUMMARY

- Creative Director with experience in Advertising and Marketing.
- Establishes in-house departments, manages teams, and directly supports CEO and VP.
- Creative thinking, quick design, effective time management & communication skills.
- Produces brand identity, web development, social media and graphic design.

**Creative Director . State Of Play Studio:**

- Proven start-up, development, and management of in-house advertising agency.
- Created design concepts, brand identity, and promotions including mobile apps, logos, websites, banners, email blasts, animation, billboards, direct mail, signage, and invites.
- Directed creative campaigns, brand integrity, strategies, production, copywriting and presentations that met client turnarounds.
- Created workflow procedures, data-trafficking, policy, and brand standards guidelines.
- Project forecasts, trend analysis, RFP submission, contract development, and client budgeting.
- Constructed network systems, troubleshoot hardware, identified and resolved IT problems.

**Creative Director . Tropicana Entertainment:** (10 Properties)

- Created, developed and managed in-house advertising agency.
- Created workflow procedures, policy, and brand standards guidelines.
- Constructed department hierarchy, employee qualifications and responsibilities.
- Hired, trained, evaluated, and supervised all designers, production and advertising staff.
- Analyzed, monitored, tracked and forecasted projects to ensure outcomes met department budget.
- Contract development, registration and finance management liaison between vendors, internal management, outside advertising agencies and all 10 properties.
- Analyzed research trends, developed creative briefs and submitted request for proposals.
- Directed creative campaigns, that ensured creative brand integrity, strategies, input accuracy, production, copy, reviews, photo-shoots, and presentations met strict turnaround deadlines.
- Constructed network systems, troubleshoot hardware, identified and resolved IT problems, including installation, repair and maintenance for operating systems and employee stations.
- Produced over \$365,000 annual cost savings, that maintained department efficiency, for computers, accessories, software, data - trafficking systems, hiring and equipment purchases.

**Senior Art Director . The Media & Marketing Group:**

- Directed 3 Designers, Copywriter and Associate Director.
- Clients: 50 casinos for gaming, destination, hospitality, health, non-profit, sports and retail.
- Created designed concepts, brand identity, and promotional events that included logos, billboards, banners, direct mail, signage, menus, invites, websites, plasmas, marquees, vehicle wraps, wall murals, commercials, TV, radio, and more.
- Developed entertainer branding and promotional material.

**Senior Designer . Caesars Entertainment:**

- Assisted developing advertising departments infrastructure, workflow, creative process, hiring, training and mentoring employees.
- Created master templates, organized workflow, and archives, for entire in-house studio.
- Worked daily with VP, Directors & Management to ensure consistent brand appearance.
- Executed creative designs for brand identity projects, billboards, lightfaces, direct-mail, banners, signage, menus, invites, website, plasmas, light displays and more.
- Styled, photographed, color corrected, and retouched entertainment images and products.
- Average work: 20 design projects daily and 400 projects monthly.
- Mac Tech Support: Consulted in network, software purchases, setup, install and repairs.

**7 Titles . Pathmark Stores Inc.:**

Sr. Designer, Lead Creative, Digital Artist, Illustrator, Designer, Production Artist & Quality Control.

**Highlights:**

CEO's designer, in-house startup, photo studio startup, trained hires, press experience, developed creative standards, designed web - print - video, and provided tech support.

- SKILL**
- . photoshop . illustrator . indesign . dreamweaver . html5 . css . javascript . jquery . flash . after effects . animate . word press . director . excel . word . keynote . powerpoint . workzone . filemaker . quickbase . softimage . quark xpress .