



Nick Cobler | creative direction + design

Creative Director with over 17 years of experience helping propel brands & creative for Fortune 500 and mid-market companies.

EXPERTISE

- Creative Direction
- Art Direction
- Web Design
- Graphic Design
- Branding & Identity Design
- Advertising Design
- Digital Illustration
- Typography Design
- Logo Design
- Photography
- Social & Content Marketing
- Graphic Optimization
- Mobile Responsive Design
- Infographic Design
- Campaign Design
- Print Design

EXPERIENCE

CREATIVE DIRECTOR *Buzzhoney*

April 2015 - September 2015

I was responsible for leading a team of copywriters, designers, animators, developers and photographers as we created unique and unexpected visual strategies for clients and new business prospects. As a leader of the group, I was involved with client presentations and charged with developing and building strong client relationships. Other duties included managing budgets, developing project timelines, and working together with clients to ensure effective communication throughout the life of each project from start to finish.

VISUAL DESIGN DIRECTOR *Buzzhoney*

July 2011 - April 2015

www.buzzhoney.com

Worked with a team of copywriters, designers and developers to create effective brand identities and strategies, as well as social and content marketing campaigns for the full roster of Buzzhoney clients and all new business presentations. As Director, I was also responsible for leading the team and helping many of the younger members develop their skills and grow in their careers.

CREATIVE DIRECTOR *SnapRetail*

May 2010 - June 2011

www.snapretail.com

Led the creative efforts for Snap's suite of business to business software products, as they pertained to brand strategy, social marketing, content marketing, mobile marketing, search marketing, video marketing and web design.

CREATIVE DIRECTOR + DESIGNER *Freelance*

November 2009 - May 2010

www.nickcobler.com

Utilized my skills as a designer, illustrator and creative director to help various Pittsburgh area advertising agencies including Brunner (www.brunnerworks.com) and Ronin (www.roninadv.com). I worked with internal copywriting, design and account teams to create effective and creative traditional and digital campaigns for existing clients and new business prospects.

CREATIVE DIRECTOR-DIGITAL *Mullen Lowe US*

November 1999 - November 2009

www.mullenloweus.com

Successfully led a team of developers and designers as we supported various Mullen initiatives for many high profile clients.

CLIENT HISTORY

B2C

American Eagle Outfitters
 Carnegie Science Center
 Freschetta Pizza
 GetGo
 Giant Eagle
 Harry & David
 Hollywood Tans
 Howard Hanna
 Market District
 Red Baron Pizza
 Schwebel's Baking Co.
 Sealy
 Sheetz
 Stearns & Foster
 XM Satellite Radio

TRAVEL + LEISURE

Carnival Cruise Lines
 Dick's Sporting Goods
 Four Seasons
 Hyatt
 Millennium Partners
 Outcast Anglers
 The Alleghenies
 Upper Canyon Outfitters

EDUCATION

Dartmouth
 Point Park University
 University of Miami
 University of Pittsburgh
 Wheelock College

EDUCATION

ASSOCIATE DEGREE IN SPECIALIZED TECHNOLOGY

Art Institute of Pittsburgh

Design & Visual Communications, 1992 - 1994, Honors Graduate

B2B

Aethon
 Amtrak
 Centega
 General Electric
 Hyperactive Technologies
 Manpower
 Matthews International
 Merkle/IMPACT
 Nexstara
 Schmidt Consulting Group
 Tycom
 UPMC International
 Unisys
 Vonage
 Wood Promotion Network

HEALTHCARE

American Diabetes Association
 Center for Connected Medicine
 Highmark
 UPMC

FINANCIAL

Federated Investors
 First Commonwealth Bank

ADVERTISING

Brunner
 Iziks Interactive
 Ronin
 Toddopolis
 Zap Solutions

CONTACT

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CAREER + PERSONAL HIGHLIGHTS

2014 GIANT EAGLE COOKIE LAUNCH

Responsible for the concept of promoting Giant Eagle's new line of sandwich cookie through a mass gathering of people to break the current world record for most cookies simultaneously dunked. The original record held by Oreo India (1,796) was broken at Market Square with an impressive 2,152 participants dunking the new cookies. The attention exceeded the investment with earned media press and included KDKA, WPXI, Kiss FM, Pittsburgh Dad, Post-Gazette and WTAE all showcasing the story.

KIESELBEARDME.COM

Together with two developers, we created a fan-favorite online application that let users don a Brett Keisel beard, in support of the Pittsburgh Steelers' bid for the 2010 Super Bowl. The social media experiment garnered hundreds of views, local media attention and a mention in the New York Times. It was even a topic at Super Bowl Media Day.

CLIMB FOR HOPE

Raised over \$20k for cancer research vaccines being developed at Johns Hopkins Medical Center through the Climb for Hope organization. In turn, five of us ventured to Ecuador and climbed 19,400 feet to the top of Vulcan Cotopaxi, one of the world's largest active volcanoes.

40 FOR 40 PROJECT

Celebrated turning 40 years of life by seeking out and fly fishing 40 streams before hitting the milestone. The adventure led me through Pennsylvania, Montana and Wyoming and gave me a greater appreciation for the importance of unplugging to getting creatively plugged in.

OTHER PLACES YOU CAN FIND ME

LinkedIn: nickcobler
Google+: Nick Cobler
Twitter: @nickcobler
Facebook: @nickcobler
Twenty20: drifter07
Vine: Nick Cobler
Instagram: @nickcobler
Pinterest: nick_cobler

ACCOLADES

AIGA PGH 100 Show
AIGA Communications Show
American Graphic Design Awards
Golden Triangle Awards
OMNI Intermedia Awards
PGH American Ad Awards

ASSOCIATIONS

AIGA Board Member (former)
Ross Ped & Bike Committee
PA Trout Unlimited
PA Drifters
BPOE Member

INTERESTS

Photography
Fine Art
Museums
Printmaking
Letterpress
Calligraphy
Watercolor
Antiques
Flyfishing
Flytying
Traveling
Backpacking
Hiking
Reading
Wine Tasting
Craft Beer
Single-Malt Scotch

PORTFOLIO & REFERENCES AVAILABLE UPON REQUEST

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