


BLAKE SHERIDAN


CREATIVE DIRECTION & DESIGN



CONTACT

 bsblakesheridan@gmail.com

 blakemadeit.com

 937-689-6982

 <https://www.linkedin.com/in/blake-sheridan-8a194689/>

EDUCATION

CHICAGO PORTFOLIO SCHOOL

Art Direction 2012-2013

OHIO UNIVERSITY

Bachelor's Degree, 2012-2013
Marketing

SKILLS & EXPERTISE

Senior Leadership
Creative Team Development
+ Management
Campaigns
Photo and Video Art Direction
Set Design
Digital Marketing
Product Design
Adobe Creative Cloud
Graphic Design
Branding and Visual Identity
Conceptual Work

WORK EXPERIENCE

SENIOR ART DIRECTOR

CB2 | May 2019 - Present

- Lead and manage a team of 3 designers that are responsible for creating the digital assets for email, SMS, paid ads and social channels.
- Direct the creative vision and execution for seasonal campaign launches and collaborations.
- Lead teams of photographers, stylists, set builders and photo/video editors to bring stunning campaigns to life.
- Collaborate with merchandise and sales teams to ensure alignment of creative direction with business objectives.

CREATIVE TEAM MANAGER

RSVP Gallery | Sept 2018 - May 2019

- Lead a diverse team of photographers, stylists, models, and graphic designers to produce cohesive and innovative fashion campaigns.
- Oversee and creative directed all of the company's marketing collateral for social media, web/email, and in-store (displays & events).
- Created trend setting visuals that positioned the brand at the forefront of the street wear market.
- Manage all incoming product to ensure that everything is photographed / cataloged for ecom and marketed across channels.

ART DIRECTOR

The Marketing Store | McDonald's | April 2017 - Sept 2018

- Worked closely with the account/strategy team, copywriters and McDonald's, to launch new products and drive in-store revenue with fresh creative.
- Art directed photographers, stylists and post production teams to deliver print and digital assets.
- Developed a break through campaign for the launch of the Crispy Tenders which ultimately sold out nationwide.

ART DIRECTOR

All Terrain | June 2016 - Sept 2017

- Concepting and render design for a wide variety of clients: Lego, Maserati, Hornitos, Jim Beam, and The Venetian.
- Worked closely with business leads to build pitch decks and present to potential clients.
- Designed and art directed the invitations, website, and event space for the 2016 Penfolds House in New York.

ASSOCIATE ART DIRECTOR

Momentum Worldwide | Nov 2014 - June 2016

- Worked on cross-brand partnerships with clients such as United Airlines, William Grant & Sons, and Coca-cola.
- Art directed points of consumer engagement for Mondeléz/Nabisco products including print, packaging, OOH collateral and digital.
- Routinely worked with copywriters, producers and account team to develop marketing assets.