

WADE PALMER

CREATIVE DIRECTOR

An award-winning creative leader & professional with many years experience in the branding, advertising, interactive, direct-sales and graphic design industries. I understand the difference between strategy (the "why") & tactics (the "how").

ACCOMPLISHMENTS

I build brands. As the Creative Director for nearly 8 years at 4Life, I helped build the branding and advertising campaigns from less than \$50M/year (2006) in sales to well over \$350M/year (2014).

Led editorial design and management of a national women's magazine. Gave it a "national" look while building a creative team to handle design and production in-house. Art directed national photoshoots in New York and Los Angeles (Hollywood), commissioned illustration, oversaw design layout and represented design staff in editorial management meetings. The magazine grew from #3 in the industry to the #1 monthly pregnancy magazine in America, with a circulation of over 400,000.

Was the Art Director of an initially small publishing company that grew from less than \$1M to more than \$8M in annual billings over 6 years.

Branded and launched a marketing campaign for RunGr8, a new specialty running store in Riverton, Utah. RunGr8 sold 10,000+ pairs of running shoes its first year. Target market brand awareness increased from 0 to over 50,000 runners state-wide within one year.

Streamlined the internal project request system for 4Life resulting in 100% more efficient creative execution and turnaround by my team.

Used strategic concept development, HTML, CSS, and javascript skills to design and develop a successful website and marketing campaign for *The Mariposa Group* which doubled their client base within 6 months.

Developed a website for a real estate developer that helped sell over half the planned condo space (\$2.5M worth) before he even broke ground.

Designed a collateral campaign for the Salt Lake City and Ogden City Economic Development Departments which helped triple the amount of new businesses moving into their respective cities.

Owned and managed a full-service design firm focusing on "Design that Sells". Web, Print, Packaging, Advertising and Corporate Identity.

Built and managed three successful creative teams for various companies.

EXPERIENCE

Sr Digital Designer	LDS Church - Visual Communication	2014 – Current
Creative Director	4Life	2007 – 2014
Owner/Creative Director	Persudio Design	2005 – 2007
Creative Director	Majestic Media; ePregnancy magazine	2003 – 2005
Art Director	Mall Marketing Media, Inc.	1997 – 2003
Junior Art Dir/Designer	Penna Powers Cutting & Haynes	1996 – 1997

☎ 801 808 1752

✉ wade_palmer@yahoo.com

🌐 www.persudiodesign.com

🔗 www.linkedin.com/in/wadepalmer1

EDUCATION

Bachelor of Fine Arts - Graphic Design
Brigham Young University

WEB DESIGN + CODE SAMPLES

www.peaklandscapes.net
www.themariposagroup.net
www.persudiodesign.com

HONORS/AWARDS

- **Best in Show** - Digital Media. Direct Selling Association.
- Three entries accepted into the book "*Creative Low-Budget Publication Design*"
- Three *Citations of Excellence* - Utah Advertising Federation
- Two *Awards of Excellence* - SLC AIGA 100 Show
- Two *ADDY awards* - Utah Advertising Federation
- Inclusion in *Print Magazine Regional Design Annual*
- *National winner* - Wolf Trap Poster Design
- *3rd Place* - National Pepsi Design Contest

SKILLS

- Adobe Creative Suite
- HTML & CSS
- Basic knowledge and use of Javascript, JQuery & PHP.
- Microsoft Office
- Adobe Keynote
- Both PC & Mac proficient.
- Well-versed in social media channels

FOREIGN LANGUAGE

Spanish. Fluent.
Two years in voluntary religious service - Rosario, Argentina.