

RUSS FAGLE

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SUMMARY

Over ten years of experience utilizing conceptual, design and illustration skills for consumer, service and industrial clientele. Possess demonstrated experience in creative strategy, art direction, production and management of printed and digital communications. Proven track record of producing and providing innovative graphic solutions that meet specific client needs. Able to present and sell creative and marketing strategy to clients. Possess comprehensive understanding of integrated marketing functions and applying appropriate creative strategy to marketing plans. Consistently managed tight deadlines and limited budgets. Two degrees in commercial art with continuous education and experience in life drawing and art history.

PROFESSIONAL EXPERIENCE

RIVERSTONE, INC., Lisbon, Iowa

November 1997 - June 2001

Creative Director

- Create, produce and manage all printed and digital communications for \$1+M marketing company and a wide array of clients.
- Initiate, grow and maintain accounts. Provide account and project management as well as complete creative responsibility on all projects.
- Manage creative staff and vendors as needed.

MUNICIPALITY OF NIJMEGEN, Netherlands

June 1997 - August 1997

Illustrator (temporary position)

- Provided on-site illustrations of field activities, archeological material finds and archeological stitigraphy (similar to cartography).
- Recognized in Nijmegen newspaper (circulation 250,000) for artistic archeological contributions.

N2N COMMUNICATIONS, INC., Cedar Rapids, Iowa

August 1995 - June 1997

Creative Director

- Developed strategy and creative programs including design, art direction, and execution of projects for several Fortune 500 clients including Toshiba, MCI, GE Capital and Apple Computer, increasing awareness of services provided to consumers.
- Developed storyboards for television and video production.
- Designed all printed materials for 1996 Advertising Federation awards event, leading to recognition for excellence in design work and receiving Addy Award.
- Consulted with national clients and developed and presented marketing programs targeted toward dealers and consumers of technology products.
- Consulted, developed and produced initial marketing and corporate identity packages for start-up companies to establish and position themselves in the competitive local and regional markets.