

CAMDEN MICHAELS, MFA

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Creative Director | Project Manager

In-House Marketing and Design Firm Environments – Digital & Print Media

Technically sophisticated and business-savvy creative project leader with 17 years expertise in multi-channel, cross-media retail brand development, launch, marketing, and PR. Offer integrated management experience across up to 300 project components annually, working with stakeholders including CEOs, designers, and project managers.

Seasoned problem solver, able to diplomatically balance the dynamic needs of creative teams and corporate leaders in achieving deadline-driven productivity. Known for sharp detail and pragmatic work style.

- **Staffing, management, and performance optimization** for matrixed teams of up to 40 internal and external art directors, copywriters, graphic designers, ad agencies, and vendors.
- **Cost-conscious production workflow management, prioritization, and systems development** for projects with budgets up to \$4.5M.
- **Management and delivery oversight** ranging from copyrights, media usage rights, and content management to art direction, digital photography, photography, pre-press management, and graphic design.

Experience

FOUNDER & CREATIVE DIRECTOR (2000 – present)

Strategy & Workflow | Design & Photography | Budget & Contract Negotiation | Brand Development

Design Works, Portland, OR

Retained by high-end retail clients to lead teams and independently produce multi-channel market branding and design across traditional / print and Web 2.0 platforms. Supporting work includes art direction, design, photography, and marketing scheduling.

Project management samples from 25-client list:

- **Amazon Com, Inc:** Interim creative director for 15 staff, \$5M, 9-month multi-channel project.
- **Pottery Barn:** Art director for 13-staff, \$4M, 6-month catalog promotion.
- **iVillage:** Brand strategist and director for \$500K, 5-month product introduction.
- **Snapfish:** Marketing and promotional materials for \$100K, 3-month marketing initiative.
- **L.L. Bean:** Creative brief developer for \$80K, 12-month online brand launch.
- **Bristol Farms:** Art director, photographer, and brand strategist for \$80K, 3-month project.
- **Godiva Chocolates:** Art director and photographer for ongoing \$75K marketing project.

CREATIVE DIRECTOR (2004 – 2005)

Multi-Channel Brand Development | Creative Development | Team Management | Art Direction

Design Warehouse, Santa Fe, NM

Recruited to 13-month engagement. Charged with directing 13-member design and copywrite team in creating brand aesthetic and print advertising direct mail campaign, catalog, and Web site, while assuring brand consistency across channels.