

ART DIRECTION, ILLUSTRATION,
ADVERTISING & BRAND MARKETING

GEORGE McCARTNEY

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Creative Director with 10+ years experience in web design and marketing, a track record of increasing business, and a strong sense of corporate branding. Enriches company's aesthetic while strengthening and supporting brand direction. Takes a collaborative approach to creative development. Adeptly communicates with cross-functional teams. Skilled at translating business strategy into creative solutions. Stays current with evolving industry and market trends.

Rosenberry Rooms
2007–PRESENT

Creative Director

Responsible for developing the company's brand.
Guiding design and creative materials throughout all facets.
Worked closely with Marketing VP to develop strategies to engage relevant customers and increase reach.
Coordinated print and web advertising campaigns.
Initiated email and direct marketing to deliver messages to growing customer list.
Worked with e-commerce developers and third party vendors to increase functionality through intuitive design.

Rosenberry Rooms
2005–2007

Art Director

Rebranded and designed company website.
Improved advertising and marketing campaigns.
Relaunch increased web traffic, and grew company to a multimillion dollar business.

McCartney
Illustration & Design
2002–PRESENT

Illustrator

| | |
|---|--------------|
| The Cape Cod Chronicle | 2013–PRESENT |
| Illustrator for Fin & Flip on the Cape, a weekly comic appearing in the Cape Cod Chronicle. | |
| Chronicles Magazine | 2004–PRESENT |
| Cover and interior artist. | |
| Portrait artist for author headshots. | |

SKILLS AND PERSONAL HIGHLIGHTS

Marketing and Advertising:

Promotional Conceptualization, Direct Marketing Campaigns, Online Marketing Solutions, strong Writing and Editing Skills

Artistic Direction and Graphic Design:

UI, UX, Responsive Web Design, Logos, Typography

Business Development:

Identity Development, Corporate Branding

Team Management:

Project Management, Staff Training, strong Organizational, Management, and Communication Skills

Illustration and Design:

Magazine Covers, Weekly Comic Strip, Textile Designs featured on Snoop Dogg's three piece suit in Katy Perry's *California Gurls* music video, and firefighter fabric in the movie *The Wrestler* with Mickey Rourke

EDUCATION

State University
of New York at Geneseo
BA Fine Arts 1993–1997

SOFTWARE AND CODE

| | |
|-------------|------------|
| PHOTOSHOP | HTML |
| ILLUSTRATOR | CSS |
| INDESIGN | JAVASCRIPT |

McCartney
Illustration & Design
2002–PRESENT

Textile Designer

Timeless Treasures 2002–PRESENT
Licensor for fabric designs.

Benartex 2011–PRESENT
Licensor for fabric designs.

Web Designer

Designed websites, worked with clients to develop identity and branding, and created marketing materials for clients:

| | |
|-----------------|-----------------|
| ROSEBERRY ROOMS | THE PREMIUM PET |
| JOCOCO JEWELRY | EAST CAMERON |
| KIDS-ART | BLOOM MATERNITY |

Iconographics
2001–2003

Graphic Designer

Designed product packaging and marketing materials for high-end clients such as:

REEM ACRA, CANALI, and SEAN JEAN

Guideposts
1997–2001

Designer

Responsible for layout and design of featured articles in *Guideposts* and *Angels on Earth*.

Designed typography to engage reader.

Worked with editorial staff to develop creative solutions to illustrate original manuscripts.

Hired and directed illustrators.

Met with printer to enhance magazine production.

Kirshenbaum
Bond & Partners
1996

Internship

Prepared materials for advertising pitches.