

Jay Pointer

CREATIVE DIRECTOR

Dallas, Tx

Results-driven professional with 15 years experience in creative design, advertising, marketing, management, and leadership. Demonstrated ability to develop, implement, and oversee innovative marketing and promotional campaigns. Strong analytical, communication, presentation, and organizational skills. Consistently successful in building consensus and driving cooperative relationships with staffs, client departments, and vendors.

jaypointer13@gmail.com

214-886-2800 mobile

Experience

Owner/Operator

Oily Wisdom, LLC

Frisco, Tx

Mar 2010 - Present

Creative Director

Irving, Tx
2011 - 2013

Boy Scouts of America

Responsible for the creative output of the Communication Services Department with oversight of the creative and production teams and its related processes, the conceptualization, presentation and execution of marketing communications and publishing materials, the brand integrity and quality of creative output, and the operational efficiency of the team overall.

Partnered with clients and colleagues to translate objectives into meaningful creative strategies. Drove integration of design and messaging across all materials developed in support of the Boy Scouts of America, ensuring that the tenets of the brand were realized at every point of contact with the marketplace.

Focus areas:

- Creative Leadership
- Talent Development
- Brand integration
- Institutional Knowledge
- Client Partnership

Creative Director

Grapevine, Tx
2004 - 2011

GameStop, Inc.

Provided creative direction to client departments, while leading the creative process on projects and initiatives. Fostered positive team-driven relationships between all interacting departments, emphasizing collaboration and innovation to lead, design, present, and implement solutions for new and existing business while maintaining an acute understanding of the consumer and business sales process to develop competitive/strategic positioning of branding and creative to deliver results on key business objectives.

- Managed in-house creative team, external agencies and contract designers.
- Provided oversight of the creation and production of the monthly Store Shopping Guide.
- Managed the creation and development of all store POP signage for all 4550+ US stores.
- Maintained relationships with game developers (Nintendo, Sony, EA, Activision, 2K, Rockstar Games) to combine their goals with corporate objectives.
- Managed both the creative and logistics sides of NASCAR Nationwide series sponsorship with Joe Gibbs Racing, Joey Logano and the #20 car.
- Developed, created and executed promotional programs for GameStop Branded, NASCAR #20, and Buck the Bunny clothing lines.

Sr. Graphic Designer

Terrell, Tx
2001 - 2004

Madix Store Fixtures

Provided creative direction, strategy, and marketing support to company ventures. Developed sales and marketing collateral, including product catalog, brochures, flyers, sales presentations, and online presence.

- Responsible for the creation and distribution of marketing and sales collateral.
- Production of flyers and newsletters for national sales and trade shows.
- In-house digital photographer for all marketing initiatives.

Art Director

Dallas, Tx
1999 - 2001

Integrity Publishing

Identify customers, develop book themes and manage all publishing activities from conception to final printing and binding of Nationally branded publications. Supervision of writers, photographers, editors, production artists, printers and bookbinding companies.

- Designed the only publication in the company's history to generate over \$1 million in sales.

Education

BFA - Advertising Graphic Design

Huntsville, Tx

Sam Houston State University

certification

Carrollton, Tx

Covenant Training Institute

New section

Awards

- American Package Design Awards, 2010. - 5 winning entries
- American Graphic Design Awards, 2010.
- American Graphic Design Awards, 2011. - 3 winning entries

New section

Strengths Finder

Strategic
Arranger
Connectedness
Responsibility
Restorative

Jay Pointer

jaypointer13@gmail.com

214-886-2800 mobile