

Vortex Advertising & Design Group

MIKEY GUDIKUNST

Arizona, USA

With a demonstrated track record, I can transform product benefits into distinctive, lucrative brands that foster enduring revenue streams. As a mission-driven creative expert, I prioritize developing imaginative solutions that cultivate brand recognition and loyalty. As a solution-oriented communicator, I analyze stakeholder needs and translate them into tangible outcomes. Additionally, I am a dynamic and forward-thinking creative director who continually generates innovative concepts and ideas.

Mikey@MykeyVentures.com
954.288.1227 mobile

Experience

Creative Marketing Director

Vortex Ad Group

- Develop and oversee the creative direction of all projects, from concept to final execution.
- Work closely with clients across diverse industries, including health and fitness, pharmaceuticals, cannabis, action sports, cosmetics, and apparel.
- Collaborate with clients, account managers, and the team to ensure projects are completed on time and within budget.
- Manage a team of designers, copywriters, and other creative professionals to deliver high-quality work.
- Stay up-to-date with industry trends and best practices to ensure the agency remains at the forefront of innovation and creativity.
- Identify new business opportunities and contribute to proposal development.

Prescott, AZ
Jan 2008 - Present

Global Art Director

North Las Vegas, NV
Jan 2007 - Jan 2008

Diamond Resorts

As Creative Director, I optimized the creative department by streamlining processes and directing a team of eight designers, resulting in high-quality work that exceeded client expectations. Additionally, I rebranded the company by merging two entities into one cohesive brand, aligning with the company's vision and values.

- Led brainstorming sessions and provided creative direction for various projects, including print collateral, web design, and social media campaigns.
- Managed project timelines, and budgets, and conducted performance evaluations
- Conducted performance evaluations and provided feedback to team members

Creative Director

Las Vegas, NV
May 2005 - Jan 2007

Xyience, Inc

As a branding expert, I developed an upscale and aspirational brand aesthetic from an undefined market position and expanded the brand's reach into e-commerce, international, and high-end retail channels. As Creative Director, I coordinated various creative projects from start to finish, including print, packaging, promotion, web, video, and trade show presentations. My project management, communication, and collaboration expertise delivered exceptional results that exceeded client expectations.

Art Director/Senior Designer

Boca Raton, Florida
Jul 1999 - Mar 2004

Rexall Sundown/Royal Numico

Provided planning, leadership and start-to-finish coordination of all creative projects, including print, packaging, promotion, point-of-purchase, sales collateral and trade show presentation, for a pharmaceuticals company with \$750 million in annual sale. Supported the creative advertising and marketing initiatives of five corporate divisions: Rexall Corporation, Sundown Vitamins, Met-Rx, Worldwide Sports Nutrition, and Richardson Labs.

Education

AA in Visual Communications

Art Institute of Fort Lauderdale

Stepping stone to my career in Graphic Design.

Fort Lauderdale
Oct 1996 - Oct 1997

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