Deborah Ladzinski

ART DIRECTOR

Atlanta, GA

ladzinskihome@comcast.net
770 713-7330 mobile

Senior level Art Director well versed in building brand awareness as well as setting and maintaining stylistic standards. Strong creative and strategic skills on both a conceptual and excecution level. Proven ability to manage in house, agency, photography and contract talent.

Experience

Creative Supervisor

The Home Depot

Atlanta, Georgia
Jan 2005 - Present

Extensive experience in the advertising industry's creative arena.
Skills include:

• Leadership • Brand Identity
• Photo Art Direction • Budget Management
• Creative Direction • InDesign CC • Mentoring • Photoshop
• Social Media • Digital Publishing

Creative Supervisor

• Highly effective supervisor leading and mentoring a team of artists responsible for print concepts, photo art direction and special project designs for The Home Depot. Also responsible for hiring freelance and replacement employees as the needs arise. • Responsible for driving The Home Depot brand along side marketing and our merchant partners. Continued collaboration to ensure we are offering the customer the best price and value in the market with the most clear layout execution.

• Effectively manage the direction and communication that is passed on to our photo studio to ensure our brand standards and merchant department needs are being met. This is done while keeping in line with our allocated photography budget.

• Have direct contact with all levels of management and vendors, presenting, taking in information to pass on to the team and listening to overall corporate direction to carry into our ads and projects.

•

Associate Creative Director

Meridian Inc.

Omaha, Nebraska
Jan 2002 - Aug 2004

Promoted and relocated to corporate headquarters to direct a creative team responsible for a national retailer, Pamida. Successfully implemented and managed creative strategies, processes and programs. Led collaboration and conceptualization meetings for may layout designs. Developed and maintained brand identity through marketing communications to customers.

• Successfully collaborated and designed two separate ad campaigns for Pamida. Presented to senior management, which took Pamida's advertising to a higher and more effective level.

• Effectively led a team consisting of an art director and several graphic artists to execute a new ad campaign while maintaining the brand identity of the client. This was done on a smaller budget which exceeded the expectation of the client.

• Instrumental in evaluating the work of a team of artists to give them creative direction as changes occurred. Worked very closely with the in-house photography team giving photo art direction to elevate their awareness of national retailers standards. This resulted in higher quality images for the clients advertising use.

Senior Art Director

Meridian, Inc.

Troy, Michigan
Nov 1998 - Jan 2002

Promoted to direct a creative team responsible for Kmart's multi-cultural program.

• Successfully led and mentored a creative team in development of weekly print ads for four offshore markets.

• Worked to develop the individual ethnicity of each multi-cultural program which generated a better customer response based on focus groups that where conducted.

• Mentored several employees beyond their current position, into higher positions within the company.

Advertising Manager

Meridian, Inc.

Troy, Michigan
Jan 1996 - Nov 1998

Promoted to lead and mentor three teams consisting of Art Directors, Traffic and Production Assistants. Responsible for the hiring, training, mentoring and dismissal of employees. Developed and streamlined processes for each team saving the agency time and money. Had daily contact with internal and external senior level management.

• Successfully ensured all projects remained on schedule and met all established criteria.

• Developed and expanded a strong working relationship with out-of-state portions of Meridian's advertising agency. Also developed an effective working relationship with printers across the United States.

• Mentored several employees into higher positions within the company.

Art Director

Meridian, Inc.

Troy, Michigan
Apr 1994 - Jan 1996

Lead and mentored a team of graphic artists responsible for concepts, page layouts and
photo art direction for Meridian's client Kmart.

• Consistently met all deadlines with minimal error percentage. This in turn, along with
other teams established the agency with ISO 9000 quality certification.

Education

Bachelor of Applied Arts

Central Michigan University

Mt. Pleasant, Michigan
Aug 1985 - May 1989

Training

Program & Management Training

Dale Carnegie Leadership Training Graduate
Meridian Management Leadership Training
Speech Works Corporate Training – Presentation Skills
Lynda Online Program Training - Lago by Comosoft training -
Over the past 2 years myself and another associate developed, THD toolkit presentation for our Marketing Voice of the Associate initiative.

Deborah Ladzinski ladzinskihome@comcast.net 770 713-7330 mobile