

clark

fairfield

501 Holland Lane, Suite 908, Alexandria, VA | 323.512.5555 | folio: clarkfairfield.com

## experience

I bring 15+ years of award-winning creative director experience with global brands in strategic marketing, digital media campaigns, creative strategy, solid concepts, and team management, with an emphasis on storytelling.

## specializations

- Integrated marketing and digital communications
- Identify trends for result-oriented action plans
- Multi-platform initiatives for digital & social media
- Client presentations and concept proposals
- Forecast market and technology trends
- Develop campaigns to optimized product flow
- B2B/B2C user experience
- Budget management and product development
- Emerging media and staff leadership
- Video post-production and content creation
- Visual design and creative strategy
- Collaborative development of marketing objectives
- Drive creative that aligns with branding and visual strategy
- Drive multi-level initiatives for engaging promo solutions
- Adobe CS expert with Photoshop, Illustrator, InDesign
- Expert knowledge of digital activation campaigns
- Working calmly under pressure and humble during success
- Experiential events and promotional material

## Yes& agency (formerly PCI Communications)

2016 | present

**INTEGRATED MARKETING, STRATEGY, AND SPECIAL EVENTS AGENCY | Alexandria, VA**  
**ART DIRECTOR, GLOBAL BRANDING DESIGNER**

**The Yes& Agency is a full-service marketing and advertising agency located in Old Town Alexandria, Va. My role here is to elevate visual storytelling through creative thinking and innovative brand strategy. Providing leadership in B2G, B2B, B2C experiences. Identify strategic opportunities to achieve competitive advantages. Work closely with project strategy to translate vision into tangible user experiences. Create visually compelling solutions for high-level creative; develop and maintain relationships with key stakeholders. Quick thinking to carry out quality ideation sessions and facilitate the production of rapid solutions, ranging from envisioning to final production. Drive the development of user experience frameworks to ensure efficiency, execution, and manage the creative aspects of pitches and presentations.**

### Responsibilities:

- Foster teamwork and coaching among creative staff
- Ensure organizational standards
- Promote and develop process improvement
- Nurture client relationships
- Provide integrated branding strategy across print, digital and video campaigns
- Hands-on graphic design and art direction
- Guide brand positioning for video, digital, print, and social media
- Establish and maintain creative standards

clark

fairfield

501 Holland Lane, Suite 908, Alexandria, VA | 323.512.5555 | folio: clarkfairfield.com

## American International Industries

2014 | 2015

**B2B/B2C HEALTHCARE AND BEAUTY PRODUCTS | Los Angeles, CA  
CREATIVE DIRECTOR, DEPARTMENT MANAGER**

**Branding and Creative Director for in-house agency team of 20 designers and 60 product brands under A.I.I Beauty. A.I.I. is the leading manufacturer and distributor of innovative, quality economical beauty and skin care products for women and men.**

**My role here was to provide brand direction for the entire product portfolio, develop seasonal marketing initiatives, targeted advertising campaigns, and consumer-driven package design to reach all segments of top retail professional, retailers, distributors, wholesalers, grocery, boutique, specialty markets, and consumers in over 140 countries around the world.**

### Responsibilities

- Lead the brand team in the ideation, presentation and execution of marketing, promotional, and advertising campaigns to deliver retail and sales goals
- Work with retailers, sales, account manager and VP to develop strategic business plans by brand accounts
- Manage branding team in the development and implementation of marketing/brand strategies for product introductions, promotions, communications, forecasting and inventory management of brand portfolio to target sales and market share
- Lead new projects for the team to address issues/new business opportunities/branding strategy
- Supervise assigned staff of writers, artists, production and traffic personnel; oversees their execution of all creative efforts to ensure they are on strategy, on budget, and on schedule
- Work closely with sales group and category manager to develop planigram configuration to best leverage the brand based on competitive landscape
- Engaging the team and working with internal and external vendors
- Responsible for managing marketing staff within their categories of nails, lashes, skin care and men's line
- Assure the staff adheres to established agency policy/procedures
- Dynamic leadership in establishing project priorities for 40+ brands and the ability to shift priorities to accommodate changes in production schedules
- Developing and implementing strategic plans to achieve the goals and objectives of the organization for the brand
- Drive quarterly and annual plans that include sales, margins, products, promotional and advertising material and communications
- Planning and executing incentives, promos, special events, give-a-ways and campaign reviews
- Identify new opportunities for brand growth through; new products, promotions, line extensions, advertising and promotional plans
- Drive creative thinking to ensure implementation is aligned with strategic objectives, campaign estimates are reasonable, strategies are executed into effective promo campaigns
- Guide branding for the visual expression in brochures, internet, and all marketing collateral
- Develop special retailer campaigns and incentives to optimize product, price point and promotion by working with sales team
- Jointly develop new product development, address challenges and new business opportunities (Cost of Goods savings, global pricing, sales and special promo opportunities)
- Identify and implement business initiatives to accomplish brand goals across all product categories
- Work with finance to develop and manage brand Profit & Loss margins
- Review marketing budget to assess and plan future campaigns
- Demonstrate leadership in engaging and working with internal and external resources
- Managing Integrated Marketing, Branding, and Creative Staff within their category

## The Donahue Group

2004 | 2015

**PR, ADVERTISING & SPECIAL EVENTS AGENCY | Hollywood, CA  
CREATIVE SERVICES DIRECTOR**

**The Donahue Group is a top Hollywood public relations agency which specialized in coordinating marketing, advertising, sponsorship, publicity, and celebrity public relations in order to build brand recognition on a regional, national and international scale. TDG represented Blue Chip companies, celebrities, and producers of fashion events, publishing events and more. My role**

clark

fairfield

501 Holland Lane, Suite 908, Alexandria, VA | 323.512.5555 | folio: clarkfairfield.com

( The Donahue Group continued )

**here was to provide integrated marketing and design interface to identify needs, develop an effective strategy and experiential event concepts with our luxe demographic. Manage the strategic planning, oversee and produce all creative design, coordinate and liaison extensively with internal & external partners to ensure multilevel communications.**

#### **Selected Achievements:**

- Expanded company capabilities in marketing and experiential event concepts
- Adeptly managed client expectations and team commitments through strong communication and hands-on graphic design skills
- Grew strong, highly focused creative services that enabled business and client-base growth
- Gained reputation for excellent customer service and retention, fostering repeat business
- Consistently identified and implemented methods to streamline processes, decreasing costs while increasing production capabilities
- Location scouting and art direction for set design

### **Autonomy, Inc.**

1999 | 2004

**PRODUCTION AND ADVERTISING AGENCY | Hollywood, CA  
CREATIVE SERVICES DIRECTOR, DEPARTMENT MANAGER**

**Autonomy is a full-service agency for print, digital, and video production. My role here was to lead, mentor, and manage the creative team by developing innovative marketing and creative strategy to enhance our client's experience, develop creative thinkers, live-action director for broadcast post-production, as well as hands-on digital design.**

**Built and directed the launch of company's graphics department. Built a creative team of 15+ designers into results-driven, highly successful creative team. Nurtured collaborative team relationships with producers, senior management, editors, and designers to meet client requirements. Developed project's marketing strategies, creative briefs, and client presentations; reviewed and managed project budgets and production schedules for department's staff. Ensured targeted brand strategies; managed and allocated resources. Hired, trained and evaluated staff. Created and produced on-air commercials, main titles, network packages, sizzle videos and collateral marketing material for print.**

#### **Selected Achievements:**

- Established and maintained a strong creative relationship and graphic design solutions for Discovery Communications, ABC Network, NBC Network, FOX Network, BET Network, Sony Studios, Warner Brothers Studio, National Geographic, Paramount Studio, Lifetime TV, and John Wells Productions
- Earned industry awards for design excellence
- Grew collaborative environment that enabled designers to provide outstanding quality and results
- Led team to define distinctive creative strategies that effectively communicated each project's unique brand and identity
- Engineered 75% increase in organization's market share through effective and creative project management and effective design solutions
- Updated and expanded departmental capabilities and services that greatly increased productivity
- Adeptly managed client expectations and team commitments through strong communication skills
- Grew strong, highly focused team that enabled business and client-base growth
- Gained reputation for excellent customer service and retention, fostering repeat business
- Consistently identified and implemented methods to streamline processes, decreasing costs while increasing production capabilities

**additional work experience (4yrs) Creative Director and Designer, Pittard Sullivan Agency, Los Angeles, CA; (3yrs) Creative Director and designer, Rolland House Post Production Agency, Washington, DC; (3yrs) Senior Designer, Capital Video Post Production Agency, Washington, DC; (3yrs) Broadcast Designer, ABC Affiliate WJLA-TV7, Washington, DC; (3yrs) Graphic Designer, National Geographic, Washington, DC**



# clark fairfield

501 Holland Lane, Suite 908, Alexandria, VA | 323.512.5555 | folio: clarkfairfield.com

## education

Bachelor Degree in Commercial Advertising | with a Minor in Fine Arts  
UNIVERSITY OF MARYLAND, College Park, MD

## awards

Emmy Award: Wonderful World of Disney Show Package  
Emmy Nominations: NORM (main title), Magical World of Disney (main title)  
Broadcast Designers Association Gold Award: Everwood (main title); numerous gold, silver and bronze awards and nominations. Affiliation: Broadcast Designers Association

## tech proficiency

Environments: Macintosh  
Tools: Adobe CC, Apple Pages, InDesign, Photoshop, Illustrator, InDesign, Excel, Microsoft Word, Keynote, PowerPoint, iMovie, iDVD, Final Cut, Sony HD FX1000 video camera.  
Creative Direction for: Avid, Lightwave, Maya, Flame, Inferno and Live audio recording sessions.

## clients include

The Department of Transportation • Crozer-Keystone Health • National Biodiesel Board • American Public Power Association • National Geographic • WJLA-TV7 • Discovery Channel • The City of Beverly Hills • HBO • MTV • Hollywood Business District • China Glaze • Ardell Pro • Body Drench • Iman Cosmetics • Salon Perfect • Ever Glaze • Seche • Simon and Schuster • Mario Testino • Manolo Blahnik • Herb Ritts • Mike Ruiz • Quincy Jones • John Wells • Jamie Foxx • Don Cornelius • Damon Wayans • Lifetime Television • BET • Disney Studio • Fox Movie Channel • TLC • ABC • CBS • NBC • WB • MTV • PBS • American's Most Wanted • Mundo Ole • Sony Entertainment • Jeopardy • HollywoodOffices.com • Zegna • RodeoDrive.com • Norm • The Essence Awards • Line of Fire • Jack & Jill • Presidio Med • The West Wing • The Real World • Mercedes Benz Fashion Week • VentureOne • Italian Trade Commission • Westfield Shopping Centers • The Shops on El Paseo • Gearys Beverly Hills • Tiffany & Co. • Sheryl Lee Ralph • Senator Vincent Hughes • Rodeo Drive Concours d'Elegance • Garrard • Versace • Ferragamo • Dream Foundation • Wonderful World of Disney • Magical World of Disney • Amazing Race • Big Brother • Fred Hayman • Australian designer Peter Alexander • Three Ring Circus

*" CLARK... YOU'RE THE BEST! THE BRANDING YOU CREATED FOR MY PROJECT IS PERFECTION! "*

– Supermodel "Iman"  
Activist, Businesswoman, Style Icon & wife of David Bowie