

Lee Coleman

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Summary

Communications specialist with over 20 years experience building successful campaigns for branding and marketing, serving Fortune 500 companies to non profit. Original, relevant and strategic thinker adept at utilizing the latest communication tools and innovations to undergird brand memorability and appeal. Creative solutions to conquer challenges, with an emphasis on what works within or under budget.

Professional Experience

2009-Present

Ganart Technologies, Carrollton, Texas Chief Communications Officer/Director of Branding-

Management of all internal branding communication content and end point branding for the Ganart brand and *me (money everywhere)* brand, including corporate communications, press releases, advertising, branding guidance and deployment, presentations, web sites, blog, cooperative publicity with partner brands, trade shows, broadcast media, business proposals to global prospects, documentation materials, *me* prototype product design, owner's manuals for *me* products, *me* graphic user interfaces, *me* client web portals, logo creation, patent and trademark documentation. Other roles: PCI keybridge manager, AML/BSA training and certification.

2008-2009

Ganart Media, Carrollton, Texas Director of Branding/Creative Director-

Creation of corporate brand vision for Ganart and *me (money everywhere)*, Creation of Ganart brand videos, management of media assets for distribution on the Ganart Media network, Communication asset creation for web, collateral, display, trade show, digital media broadcast and webinars.

2008

Rapp Collins Worldwide Creative Director-

Supervised and created, with a team of creative professionals, strategic direct marketing campaigns for Bank of America, Best Buy, British Airways and Nokia. Integrated all efforts with the online team at Rapp. Practiced measurable marketing. Pioneered mobile advertising with Best Buy by introducing them to 2D barcode campaigns.

2005-2007, 2010

Creative Consultant, Dallas, Texas-

Brand Guidance and Creative solutions

In 2005, consulted for branding agency Revel United to develop and create its premier television campaign for Baylor Hospital, The branding line created then for Baylor is still used today in their public communication.

Creative consulting and campaign development for Slingshot LLC., the high point being a branding pitch for Conoco Phillips 76 that included Television, Print and online integrated campaigns that resulted in a win for Slingshot.

Developed successful communication materials for TracyLocke for blue chip clients American Airlines, Nokia, Pizza Hut, Frito Lay and Pepsi Brands.

Created online campaigns for online agency IMC2 for Proctor & Gamble's Crest toothpaste and Crest White Strips.

On special request, created online campaigns for The One Agency for the Samsung Galaxy S phone launch. Sales of the Galaxy S as of January 2011 are over 10 million.

1997-2005

The Richards Group, Dallas, Texas

Group Creative Director/Brand Creative-

Took Nokia to what was thought to be a Japanese cell phone, to the number one selling brand in the U.S. in 2000, surpassing Motorola. Celebrated their millionth phone sale that same year. Created a Superbowl television spot that only ran once, starring Drew Carey. Met super model Niki Taylor. Took her photo and put it on the top of a building in Times Square NYC. Massive poster blew down but our careers took off. Won an Effie Award for all of the branding work.

Pitched the Hyundai account with celebrated creative David Jenkins (Just Do It) and Stan Richards as agency *and* radio controlled Hyundai Santa Fe driver. Won the race challenge against the Hyundai Client. Won the Hyundai account. Handmade RC cars went to Korea. "Something to smile about." ad won a national award.

Other brands improved: Expo Design Center, Giant Eagle, Husky Trash Bags, Amana/Goodman Air Conditioners, The Home Depot, American Heart Association, Sewell Motors, Reliant Energy, MetroPCS, Chick-Fil-A, Ionex and CompUSA.

1991-1997

Publicis, Dallas, Texas

Senior Art Director-

Fast and tactical work ethic caught the attention of lead Creative Director Seth Werner (California Raisins), and was chosen to be his concept partner. Quote Seth Werner, *"You can do the work of five Art Directors and I can do the work of 10 writers, you're going to be my partner."*

Partnership forged an amplified work ethic that resulted in award winning TV and print work for TGI Fridays, Incredible Universe, Campbell Taggart, Tandon Computers, Gordon's jewelers, Cellular One, Dallas Museum of Art, ArmorAll Home Care, MADD, BMW Southern Dealers, Cellular One, Nestlé Foods and Pet Mitt.

1989-1991

GDL&W Advertising, Houston, Texas

Art Director-

Hired by V.P. Creative Director Karen Mann to help change the reputation of GDL&W's work. Thought leadership and quest for excellence resulted in GDL&W's first advertising award in 15 years. Helped change the personality of GDL&W's creative department from an *"it's always been done this way"* to *"how many ways can I do this and which one will people remember most?"*

The transformed creative department personality resulted in quadrupling award count the next year, consistent award recognition the following years, unlocking talent of veteran Art Directors and Copywriters, attracting new talent hires and wins of new accounts.

First concentrated use of Macintosh computers for complete ad generation.

1987-1989

Taylor, Brown & Barnhill, Houston, Texas

Art Director-

Placed into a "wolf pack" in the hottest award winning advertising shop in Houston where the creative ethics and strong branding concepts swept the city and country with memorable advertising for HiLO auto parts (now O'Reilly Auto) Chevron, HL&P (now Reliant Energy), University Savings, Westin Hotels and KIKK radio. Responsible for 13 of the awards won. Agency growth doubled in size during employment there.

1984-1987

GSD&M, Austin, Texas

Production Artist/Creative Intern-

As a student at University of Texas at Austin, started in the camera department during the Walter Mondale campaign. Created visual assets for Southwest Airlines, Don't Mess with Texas (typeset the original headline), Coors Hispanic, Muse Air, TranStar Airlines, Created model airplane study and survey for Southwest Airlines 737 color schemes. Built 50 Wright Brother's scale models for the Spirit of Kitty Hawk 737 commemorative event and supplied with Lincoln continental to deliver them to the dinner. Final model - Corvette Stingray for Tim McClure's Seaworld pitch.

Education

University of Texas at Austin, B.S. in Advertising