

Robert M. Dully
 16 Homestead Lane
 Avon, CT 06001

Designer | Art Director | Creative | Communications

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Timeline



Advertising & Communications

Highly skilled, hard working and dedicated communications specialist experienced in crafting insightful multi-channel transparent marketing content in order to deliver actionable results for large corporate Fortune 500 clients, mid-size market players and small businesses or institutions

¹ BA Economics ² BFA Graphic Design

Current Employment

Maier Advertising, Farmington, CT (maier.com)
 Vice President, Creative

RESPONSIBILITIES:

- Ensure the best creative solution for all marketing assets is realized, implemented and delivered:
- Meet and assess client communication needs and determine action plan to deliver desired results
 - Tactical and creative conceptualization of messaging platforms
 - Design and produce promotional materials - both print and electronic - within budget guidelines to accomplish overall marketing objectives
 - Execute and manage multiple projects while directing or assisting support staff when necessary
 - Oversee and art direct outside vendor work
 - Research and evaluate new communication assets
 - Identify and address internal & external cost saving areas

COMPETENCIES:

- Developing overall brand messaging strategies to be deployed company wide
- Problem solving with creative vision to keep communications engaging and meaningful
- Managing all aspects of personal client relationships
- Knowledge of design disciplines for cohesive brand development - including graphics, typography, layout, and imagery
- Ability to work independently or in collaboration with teams to complete tasks efficiently
- Willingness to listen to others, and learn any unfamiliar aspect of communications that could further enhance marketing results

TECHNICAL SKILLS:

- Visual Communications / Content Creation
- Print Design: InDesign, Photoshop, Illustrator
 - Web Design: Digital Graphics, Animation, Video, Photoshop illustrations, Content Layout (within CMS application)
 - Presentations: Power Point, Keynote
 - Photography / photo manipulation
 - Packaging, POS Design, Signage
 - Info Graphic Design

RECOGNITIONS:



Connecticut Art Directors Club, Connecticut Ad Club, Business to Business Magazine, HATCH Award AIGA Annual Report Award, Step-by Step Magazine Profile

Recent Work

Osterman Company (Osterman-co.com)

Created all marketing materials: company logo and product sub-brand identities, complete brand standard guidelines. Responsible for website redesign with focus on user experience and responsive ease of use. Produced digital collateral. Designed, storyboarded, art directed and created visuals for company website video. Digital banner advertising (both static and animated). Developed secure Spanish microsite for Mexico e-market.

GE

Responsible for creative re-branding and positioning of GE Energy world wide Smart Grid offering. Execution of all communication elements: positioning visuals (redefining reality), 40 x 40 3-D trade show display, video, 6 page gate fold brochure, presentation ppts., Fortune Magazine N.A. advertising, digital pub ads, digital info-graphics.

Hubbell Corporation:

Electronic re-targeting campaign aimed to support distributor sales. Lead generation customized landing sites focused on new product launches tied to regional trade show deployment. Social media content for trade show - live updating (contest & giveaways). eDM (electronic direct mail follow up) campaign.

Non-Profit

Avon Public Schools - Avon Middle School, Thompson Brook School, Pine Grove School, AEF (Avon Education Foundation) Special Olympics, United Way, Dog Star Rescue (Avon), St Ann Church, Osterman Charity, golfcommunityreviews.com

Current Client Sampling



Past Client Sampling

