

QUALIFICATIONS

Extensive experience in multimedia design across multiple platforms

Creative team leadership with a strong focus on creative strategy and experiential design coupled with clear messaging

Ability to confidently identify client needs, meeting or exceeding a return on initiative

Effectively coordinates staff, vendors and suppliers to successfully complete multiple projects under tight deadlines

Excellent communicator with all levels of management as well as clients

SKILLS

Adobe Creative Suite (Premiere, After Effects, Illustrator, Photoshop, Acrobat), SketchUp, MS Word, MS PowerPoint, MS Excel, MS SharePoint, Keynote, Prezi, Axure, Sketch,

Extensive knowledge in traditional and digital printing, presentation design, UI/UX design, photography, large format graphics, proposals, trade show exhibits, responsive web design, mobile apps, digital signage and video production/editing

OBJECTIVE

To apply my years of success in building brand and marketing campaigns into memorable experiences with an organization that will challenge my creativity, encourage my personal growth, and allow me positively impact success and profitability

EXPERIENCE

11/20 - present **InterContinental Hotel Group – Atlanta, GA**
Manager, Global Content and Multimedia

- Work closely with internal and external PR teams to promote and craft compelling campaigns for over 18 brands
- Doubled team capacity and expanded skill set through introduction of experiential design, UX design and extensive production knowledge
- Responsible for \$500K in average yearly savings by diverting agency lead work internally
- Creative lead for bi-annual Owner's Conference (Over 6,000 attendees). Worked closely with directed 5 agencies to implement a new Master brand while ensuring the confidence of hotel owner's through clear brand messaging

2/20 - 11/20 **Ken Szpindor Creative – Roswell, GA**
Creative Director/Art Director

- Various contract and freelance creative assignments in the virtual meeting, SaaS, medical staffing, international marketing and fitness industries
- Assignments included: UX design, full branding campaigns, email and direct mail campaigns

6/15 - 2/20 **Wits' End Productions – Roswell, GA**
Senior Art Director

- Implemented an in-house creative department for a multi-million dollar event production and marketing firm
- Increased creative services revenue 40 - 50% by expanding in-house capabilities which opened \$2 million in new revenue
- Researched and proposed a company-wide management system that increased efficiency and reduced projects costs by 10 - 20%
- Managed all aspects of production including vendor selection and contract support
- Work directly with account executives on creative strategy and RFP design increasing new business by 25%
- Established and expanded marketing presence to include: trade shows, sponsorships, ads and company website
- Expanded digital offerings to include UI/UX, interactive applications, augmented reality and mobile applications

KEN

/spin-dôr/

Experiential Creative Leader

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EDUCATION

Lean UX Workshop
Jeff Gothelf, Atlanta, GA

Sterling Ledet & Associates
Apple Final Cut Pro and
After Effects Training

Google SketchUp Training

Dale Carnegie Training Course
Public Speaking, Communication,
Management Skills

Savannah College of Art and Design
Bachelor of Fine Arts
Major: Illustration
Minor: Graphic Design

EXPERIENCE

2/14-6/15

State Farm Insurance Company – Dunwoody, GA

Digital Art Director

- Part of core team to establish a new digital department for a Fortune 500 company
- Sole Digital Art Director for a multidisciplinary team of 75
- Deeply involved in focus groups and internal usability testing to gain consumer feedback on initiatives and overall user experience
- Doubled team efficiency by leading the implementation of Agile processes and team structure (SCRUM)
- Conceived and Implemented and lead a quarterly "Innovation Day" for staff to brainstorm and conceptualize technology centered ideas that promoted the State Farm brand and services

11/08-10/13

Access TCA – Duluth, GA

Art Director/Meetings & Events

- Lead visual creative for a multi-million-dollar corporate meetings and events company. Specializing in medical and pharmaceutical clients.
- Established an in-house creative department doubling creative services to include video production and animation as well as UX design
- Worked directly with clients to establish business goals and develop a creative strategy that included internal and external promotion as well as visual and narrative theming
- Worked directly with sales executives on pitches that resulted in over \$12 million in new business over 5 years

3/97-11/08

Access TCA – Duluth, GA

Creative Director

- Managed and mentored a staff of 12 (3D designers, graphic designers and graphic production team) with a strong focus on integration of marketing and creative strategy
- Contributed to sales growth by providing exceptional design solutions to our clients (\$12 million to more than \$60 million in 10 years)
- Pioneered a successful new museum division which paved the way for nearly \$3 million in new business
- Worked with clients and creative agencies to develop comprehensive marketing strategies designed to maximize the impact of trade shows.
- Added video animation and UX design to creative offerings, keeping nearly \$2 million worth of annual revenue in-house
- Worked with Account Executives and Sales Director to develop effective client pitches and RFP responses resulting in 80% growth over 10 years

Online Portfolio: www.kenszpindorcreative.com