

Neil Eichner

neil@orbit360ny.com

201 East 21st Street | New York, New York 10010 | Mobil: 777.777.7777

SENIOR EXECUTIVE CREATIVE DIRECTOR

Vision Driven ♦ *Organizational – Leadership Style* ♦ *Cutting Edge Results*

PROFESSIONAL PROFILE

Award-winning Senior Executive Creative Director. Recognized as a respected, influential voice with a high expectation leadership style, as evidenced in directing teams in multi-tiered, complex projects of scale, resulting in significant revenue streams. Possess definitive expertise in digital branding, social media, video production, web design, direct marketing, event sponsorship, product development, public relations and trade show marketing.

Intuitive – visual ingenuity in creating fresh – authentic images in anticipation of exploiting market opportunities, successfully leading market penetration initiatives that drive strategic growth and product visibility in global, competitive markets, balanced with a strong skill set in planning and developing integrated marketing models that are leveraged, synchronized and single-image focused across multi-dimensional platforms.

Infuse positive, contagious energy, enthusiasm in coaching, mentoring and inspiring creative teams. Accomplish stability of critical core team relations—collaboration, open communication and feedback. Achieve commitment, accountability and a desire to excel. Coordinate dissimilar work styles into a mutual, productive entity.

Charismatic, persuasive, articulate communicator / negotiator, with proven platform skills. Confident in delivering dynamic presentations to major large-scale audiences, capturing recognition and securing commitment.

Network within a competitive, global business arena. Develop / cultivate excellent contacts, build long-term relationships with C-level executives, high profile individuals and indistinct groups.

CORE STRENGTHS

Full Life Cycle Project Management

Newsletters/Brochures/Flyers

Creative Direction

Concept Generation & Development

Press Releases & Media Kits

Contract Negotiations

Targeted E-Mail Campaigns

Mechanical Art/Print Production

Brand Identity

Graphic Design & Illustration

Packaging & Advertising

Presentations & Consultations

Computer Skills: Knowledge of Mac OS, Windows, Adobe Creative Suites, InDesign, Flash, Keynote, Adobe Acrobat Professional, HTML, Java Scripts, CSS, MS Office

Selected Accomplishments:

- Led comprehensive re-branding, resulting in re-positioning a major hospitality company to capture significant market share, driving a 30% sales increase.
- Credited with visualizing the entire marketing spectrum and consistently executing an approach that resulted in maximizing ROI and exceeding the market reach, while remaining under budget.
- Created and implemented a forward thinking campaign that changed company perception [name withheld], resulting in gaining global media recognition, catapulting a 42% increase in sales.
- Spearheaded complete transformation and re-branding of a Fortune 500 company, resulting in driving record-breaking revenues to 58%.
- Designed all logos and built collateral for three non-profit organizations, resulting in raising over \$2.3 million.
- Recognized by the Governor's and Mayor's offices for work on the Javits Center and the Democratic Convention.
- Created nation TV spots for Champion footwear; exceeded projected sales by 38%.
- Developed a strategic plan for the Javits Center that garnered Center bookings 10 years in advance.
- Created award-winning movie promotions for Polygram's, "When We Were Kings;" achieved 100% sell-in success with distributors.
- Designed Ronald Reagan's inaugural ball invitation.
- Created advertising, marketing collateral, direct mail, business-to-business communications, websites, TV, video, annual reports and much more.

PROFESSIONAL EXPERIENCE

ORBIT 360, INC., New York, New York
Senior Executive Creative Director

Present

A high profile position in providing the visionary leadership to creative team, resulting in executing strategies that tripled revenue over a three-year timeframe. Built high-performance creative team, attracting and retaining elite talent to achieve business goals.

- Initiate, develop and communicate a range of design concepts to creative team.
- Direct and control creative team in all facets of project life cycle—from design concept to launch.
- Collaborate with team, ensuring a seamless synchronization of project progression and appropriate sequence of scheduled events. Maintain total accountability for integrity of work performance.
- Navigate project mission through the implementation of rigid quality control specifications, while adhering to timetables and strict budgetary constraints.

PARTIAL CLIENT LIST

Aerosoles	DC Comics	Harvard Alumnus Association
American Express Travel	Delta Airlines	HBO
Annalia’s Garden	Dupont	Hilton New York
Anne Klein	Elizabeth Arden	Hyatt Hotel
Betsy Johnson	Estee Lauder	Inc. Magazine
Bill Blass	Fiji Water	Johnson & Johnson
Bluefly.com	French Wines	Macy’s Department Stores Co.
Bon Jour	Getty Petroleum Corp.	Perry Ellis
CBS	GlaxoSmithKline	PolyGram Video
Chloé	Guggenheim Museum	Valentino
Clinique	Harrah’s Resort	Wal-Mart

➤ Prior experience as **Art Director** includes the following agencies:

Lois Pitts Gershon	McCaffrey & McCall
BBD&O	Lazar & Partners
Young & Rubricam	Ogilvy & Mather

EDUCATION **BA, FASHION INSTITUTE OF TECHNOLOGY [Parsons School of Design]**

INDUSTRY RECOGNITION

Telly Awards	United Way Awards
Addy Awards	UN Environment Award
Cleo Awards	International Product Design Award
Fanny Awards	Recognition from Governor and Mayor of New York

To view portfolio please visit: www.orbit360ny.com