

Sterling P. Sanders

OBJECTIVE

To be a bleeding edge Creative Director, paving new roads on the frontier of interactive digital marketing, executing strategy through design.

EXPERIENCE

Art Director Starcom Worldwide AUGUST 2009 - PRESENT

THE WORK

- I make ideas reality and lead company-wide creative direction.
- Provide creative, art and design direction to Business Development, Marketing Communications and client teams at Starcom, Starcom Mediavest Group, Vivaki, Liquid Thread, and Spark Communications.
- Create engaging, content driven, business development pitches in accordance with potential new client needs, strategic goals and company messaging.
- Manage the creative and aesthetic direction of internal and external Brand and Marketing Communications.

THE RESULTS

- Crafted and launched a successful international re-brand of Starcom Worldwide.
- Designed world class, international business pitches to win Microsoft, Harley Davidson, Best Buy, Darden, Mars-Wrigley, Sanofi-Aventis, American Egg Board, Luxottica, Mars-Wrigley China and Coca-Cola France clientele.
- Developed and aided strategy, design and creativity of "big idea" media executions for: Procter & Gamble, GM, RIM Blackberry, Disney, Allstate, Best Buy, Bank of America, Samsung, Walgreens, Mars-Wrigley, Nintendo, Luxottica, United Airlines.

Marketing/Digital Consultant Silver Inc. AUGUST 2005 - OCTOBER 2009

CLIENTELE: GRANT THORNTON, GILBANE BUILDING COMPANY, RED BULL, SONY COMPUTER ENTERTAINMENT OF AMERICA, HEINZ

- Consult, contract and freelance in advertising, brand promotion/strategy/awareness, project management, digital marketing, interactive media, graphic design, web design, art direction, copywriting and editing.
- Create functional, engaging and content driven marketing plans and designs.
- Analyze interactive market trends, traffic, data and prepare production planning.
- Aid and engage in cost estimation, pitch, presentation and price negotiation.
- Conceptualize, illustrate and design product brand identity, digital presence, promotional materials, packaging, direct mail, product displays, print ads, web ads.

National Brand Consultant Grant Thornton LLP AUGUST 2007 - JANUARY 2009

- Aided U.S. implementation of worldwide brand redesign, awareness and training.
- Streamlined design and marketing processes for greater efficiency and consistency.
- Developed communication solutions and marketing campaigns to overcome business challenges and accomplish management goals in print and digital mediums.
- Orchestrated projects, leading them from concept to completion. Communicating with all levels of staff; coordinated successful and efficient completion on budget.
- Evaluated and analyzed post-project results and helped determine best practices.
- Created and designed new marketing and promotional materials, one sheets, graphic elements, editorial images and icons.
- Updated, designed and analyzed internal and external digital marketing for brand presence and impact.

Managing Editor Mygamer.com, Shock 3D L.L.C. SEPTEMBER 1999 - AUGUST 2006

- Managed an online staff of 67 in full website operation: set and enforced editing and publication deadlines; provided concept to completion, performance-oriented project management; hired and evaluated staff.
- Conducted advertising and content exclusivity negotiations with game publishers, developers and retailers.
- Created and analyzed digital and interactive marketing campaigns with: CRM, SEO, SEM, CTR, ROI, CPI, CPM, CPC, CPL, PPC.
- Directed as editorial chief, public relations contact and advertising representative in daily business and at global trade shows.
- Moderated and tripled content coverage to grow online community and site loyalty.
- Generated large scale advertising revenue growth; increased market readership from 20k unique visitors a month to over 700k+ unique visitors a month.
- Set visual and interaction design, front-end functionality and information architecture.
- Developed and published website graphics, design, writing and editing.

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EDUCATION

University of Illinois at Urbana

BS, News-Editorial Journalism

MINOR: Business Administration

MINOR: Political Science

DESIGN

Adobe Photoshop, Illustrator, InDesign, InCopy, Acrobat Pro, Lightroom; Quark XPress, Copy Desk; Corel Draw, Painter.

CODING

HTML5, XHTML, DHTML, HTML, XML, CSS, JavaScript, DOM, Ajax, jQuery, RSS, ASP, PHP, MySQL, Visual Basic, Action Script.

WEB DEVELOPMENT

Adobe Flash, Director, Fireworks, Studio, Dreamweaver; Microsoft Visual Studio, Expression.

INTERACTIVE PRODUCTION

W3C web standards and best practices; website analytics; CMS: Mambo, Joomla!, Drupal, Mod-X; blogging platforms: Wordpress, MoveableType; web frameworks: Django, Ruby on Rails; APIs; Podcasting, Screencasting.

AUDIO / VIDEO

Adobe Premiere Pro, After Effects, Soundbooth; Sony Sound Forge, Vegas; Fruity Loops Studio; Cubase; Reason; Filmmaker Pro.

FINE ART

Digital Art; Painting; Drawing; Photography; Music Production

MICROSOFT OFFICE

Word, Access, Excel, FrontPage, PowerPoint, Outlook, InfoPath, Project, Publisher, Visio, OneNote.

HONORS & ASSOCIATIONS

Dean's List: 2002-2005; Pi Sigma Alpha, Political Science Honorary Society; Phi Beta Kappa, Honor Society; Society of Professional Journalists

