

# CLEIGH PASCOE

Creative Director

[cleighpascoe.com](http://cleighpascoe.com)

## CONTACT

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Fort Worth, TX

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## EDUCATION

### Bachelor of Fine Arts, Graphic Design

University of Texas, Arlington  
(1998-2000)

Texas Tech University

### Studies in Graphic Design (1995-1996)

Texas Christian University

### Studies in Graphic Design (1992-1994)

## EXPERTISE

Print Media

Packaging

Photo Art Direction

Shopper Marketing

In-Store Displays

Mentoring & Training

Catalog

Layout

Typography

## EMPHASIS

*With strategic vision, business acumen and artistic talent, I deliver high-impact creative direction using a multitude of disciplines, including art direction, print design, interactive design, marketing concepts and photography.*

Brand Management

Full Life Cycle Project Management

Package Design and Illustration

Shopper Marketing

Photo Art Direction

Catalog Layout, Production

Fresh, Relevant Graphic Design

Social Media Campaigns

Targeted Email Campaigns

Product Development

Newsletters / Brochures / Flyers

Press Releases and Media Kits

Mechanical Art

Print Production

Web Design (Front End)

Cost Control / Budget Management

I have successfully and consistently developed and implemented a wide range of revenue-generating design programs and product development, from conception to launch. I can readily translate real-world business objectives into effective advertising and marketing campaigns supported by photo art direction and innovative graphic design solutions. I am adaptable to new technologies and processes while ensuring compliance within corporate standards.

## EXPERIENCE

### The Wilson Group, Fort Worth, Texas (July 2017- Present)

#### Creative Director

Lead creative responsible for developing creative strategies, brand management, and overseeing the creative process of strategic print, web, and multi-media marketing programs, interoffice communications, and corporate collateral. Present current advertising trends, brand management best practices, techniques and technologies to a core team of 8 client partners.

Significant clients:

**All American Hearing Network** - 250 national retail locations

**JPS Hospital** - Academic Affairs, Oral and Maxillo Facial Surgery

**National Bank of Texas** - 4 North Texas locations

### Pier 1 Imports, Fort Worth, Texas (July 2016- August 2017)

#### Senior Art Director/Creative Manager - Brand Packaging

Lead creative role within Brand Packaging (Marketing Department). Establish, design and implement national packaging strategy to support brand architecture. Develop illustrations, icons, logos etc. to support brand direction and seasonal needs. Oversee product photography to be utilized on packaging. Participate in trend presentations and identify industry best practices - translate this information to elevate and evolve the brand. Actively mentor team of 6 designers and production artists.

## TECHNICAL SKILLS

### Adobe

Photoshop  
Indesign  
Illustrator  
Acrobat  
After Effects  
Premiere  
Lightroom  
Muse

### Microsoft

Word  
PowerPoint  
Excel  
Outlook

## HOBBIES

Positivity :)  
Painting  
Photography  
Web Design  
Music  
Volunteering  
E-Books  
E-Bikes

## PARTICIPATION

AAF - Fort Worth  
DSVC  
AIGA  
Lighter Than Air Benefit

## EXPERIENCE

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### **ProPac Marketing, Plano, Texas (March 2014- July 2016)**

#### **Art Director**

Leadership role in the creative studio involving mentorship, and guidance over a team of 8-10 designers and production specialists. Responsible for conceptualization and execution of strategic print and digital marketing campaigns, POS displays, in-store signage and packaging involving Shopper Marketing directly related to PepsiCo, Frito-Lay and their subsidiaries.

### **Higginbotham, Fort Worth, Texas (September 2012- March 2014)**

#### **Art Director**

Responsible for conceptualization and execution of insurance related materials including benefits collateral, wellness campaigns and programs, interactive online media, direct mail, and email campaigns adhering to existing brand guidelines or creating branding solutions, for numerous national and regional companies and brands.

### **American Standard Brands/Safe and Accessible Solutions, Grand Prairie, Texas (August 2009 - February- 2011)**

#### **Creative Director**

Team lead over 4 team members responsible for execution of strategic print, web, and multi-media visual marketing campaigns adhering to American Standard brand guidelines including: Photography, advertising, trade show graphics and trade booth design. Supply direction and imagery to web developers maintaining as many as 3 related web sites offering wholesale and retail product. Also highly involved with conceptualization and execution of visual attributes of product development and packaging.

### **Quorum International, Fort Worth, Texas (February 2006- February 2009)**

#### **Art Director**

Lead Designer responsible for brand style guides and execution of creative projects involving the marketing and continuing branding of all companies under the Quorum umbrella including:

**Quorum International** (lighting and fans - residential),

**Oxygen** (designer contemporary lighting - hospitality),

**Cristal** (designer Italian lighting - residential),

**Cyan Design** (wholesale designer home decor and lighting - residential)

## THANK YOU FOR YOUR CONSIDERATION

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