

VINCENT REEDY

Vincent Reedy
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“Ultimately, I believe great design and marketing is about solving problems that deliver measurable results – not just creating great aesthetics.”

01
of 03

An experienced marketing and creative professional that has built strategic brands, integrated marketing, and digital solutions for national and international clients, helping them to excel in their markets. Assembling and leading creative teams and the processes used to develop award-winning marketing projects.

Relevant Experience

Creative & Marketing Director

WaltemeyerCreative / November 2019 – Present / York, PA & Richmond, VA

Directing all creative and marketing for this full-service advertising agency's clients. Pitching creative and marketing proposals to current and potential clients.

Online Educational Analyst

Pearson / November 2019 – Present / Columbia, MD

Developed a digital brand and high-level marketing messaging for the initial launch of one of the largest K-12 online learning systems. Help to enhance overall course development through creative assets. Collaborate with various teams in developing course curriculum that adheres to state standards.

Web Development and Design Professor

York College of Pennsylvania / January 2016 – Present / York, PA

Developed the entire course curriculum, including class lectures, while utilizing the best practices for user interface design. Train students to effectively create a dynamic website through brand discovery, sitemap creation, wireframe development, and finally building hand-coded, responsive websites.

Global Marketing and Communications Manager

Dentsply Sirona / July 2018 – May 2019 / York, PA

Developed and directed the marketing materials for global product launches.

» Researched products, competition, and target audiences to provide marketing messaging and complete launch kits for four healthcare products in more than five countries.

Director of Web and Creative Services

Millersville University / July 2016 – July 2018 / Lancaster, PA

Responsible for the health of the University's brand, messaging, website, and digital advertising campaigns. Oversaw the University's marketing projects and designers.

- » Led a transformative rebrand of a top 30 University in the Northeast, including the launch of its robust 6,000+ page website supported by video and social platforms.
- » Increased enrollment, including international submissions, during a time when other State Universities' numbers were sharply declining.
- » Developed a video media plan that increased social media organic activity.
- » Oversaw a workload of more than 140 concurrent marketing projects.

Creative Director

Holberg Design / December 2006 – July 2016 / York, PA

Managed the creative operations of a fast-paced, high-pressured marketing and advertising firm. Supervised designers, production artists, freelancers, and vendors. Developed the processes that helped our clients reach top positions in their markets.

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Awards

The winner of various creative awards spanning different marketing and branding disciplines.

- » Best Brand Development (Two Gold Medal Awards from the National MMA)
- » Best Website Designs (Major Achievements in Marketing Excellence Awards, Frederick County Builders Association Marketing Awards Council and HBAM/MAX Awards)
- » Best Advertising Campaign (National Marketing Awards)
- » Best Brochure Design (Best of Mature Market Media Awards)
- » Best Sales Center Design (Major Achievements in Marketing Excellence Awards) and Best Mailer Campaign (NAHB Marketing Awards)

- » Rebranded and created an integrated digital campaign that helped RKL become the fastest-growing CPA firm in the U.S. (*Inside Public Accounting*). Developed and executed a 5-month marketing plan, which helped RKL to enter and then dominate an entirely new geographic market.
- » Crafted a highly targeted B2B marketing campaign that delivered over 22 new client meetings with 9 new client negotiations.
- » Created and launched the entire Wyndridge Farm brand and their complete line of products. Produced all of Wyndridge's marketing and sales materials. Now available in 11 states, Wyndridge can be found on the shelves of leading superstore chains, such as Wegmans and Whole Foods.
- » Reimagined the East Coast's largest B2B horticultural trade show. The new brand, combined with an integrated marketing plan, produced a 15% increase in attendance. In addition, exhibitor space sold out for the first time in three years.
- » Rebranded Avail Technologies, a recognized leader in ITS technology solutions for the transportation industry. Researched competition and hosted champion client focus groups to develop unique, on-target marketing messaging.
- » Developed a social media and marketing campaign for a regional healthcare organization's yearly patient event. The result was a line waiting for the doors to open.

Creative Director

Creating Results, LLC / May 2002 – May 2006 / Occoquan, VA

Directed the creative operations of a rapidly growing marketing agency. This involved recruiting, supervising, and managing the creative staff of five designers, while overseeing vendors and freelance artists. Pitched proposals and creative concepts to potential clients for multiple-year marketing projects.

- » Grew Creating Results to become the 11th largest graphic design and marketing company in the greater Washington D.C. area (*Washington Business Journal*, 2004).
- » Pitched and won three, multi-million dollar, multi-year marketing projects – for clients such as Centex Homes and Starwood Communities.
- » Developed a strategic brand, designed a sales center, and fulfilled a comprehensive marketing plan for a 21-building condominium project in Alexandria, VA. On opening day, purchasers lined up to enter the sales center. The community's entire building unit #1 sold out in under a week.
- » Built one of the East Coast's largest Active Adult community brands, with three central locations.
- » Conducted brand development research of a historic development property, featuring champion racehorses that included Triple Crown winner War Admiral. With discovered project details, built a competitive brand and marketing campaign for the developer.
- » Provided marketing and communication materials for Washington D.C. developers for submitting their mixed-use community project for World Trade Center status.

Art Director – Lead Designer

Booz Allen & Hamilton / May 2000 – May 2002 / D.C. & London

Served clients ranging from government agencies to energy companies to technology firms. Responsible for the art direction of various projects, many with multi-million dollar budgets. Designed user-interfaces and project brand development. Created design guidelines for the development teams, ensuring that all UI standards were implemented.

- » Art Directed the London team of four designers, coordinating and supervising projects for clients such as BP, Telecom Italia and Lufthansa Cargo.

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» Enhanced the user interface of a web-based tool to advance a stalled, multi-million dollar project for the Food and Drug Administration (FDA). The project assists the FDA with their national laboratory data, helping to recognize food contaminations.

Design & Multimedia Instructor

The George Washington University / January 2001 – 2003 / D.C.

Served as a design and production instructor at The George Washington University (Continuing Education Division), while concurrently working as an Art and Creative Director. Instructed students on the Adobe Creative Suite and capstone projects.

Art Director

Realogic, Inc. / March 1997 – October 1998 / Cleveland, OH

Created the brand identity of this Inc 500 Company. Worked with Realogic's clients, creating user interfaces, and brand development for corporate, web-based solutions.

» Crafted Realogic's brand and messaging, which attracted the attention of Computer Associates International (CA), one of the largest independent software corporations in the world. CA acquired Realogic to develop their service offerings and compete with rivals such as IBM, and Hewlett-Packard. At the time, Realogic's brand and revenue value was in excess of \$42 million.

» Enhanced Realogic's solution offerings by providing front-end designs for developed technologies. Created web solutions that matched our clients brands.

Speaking Engagements

Albright College / Creative Director seminars

ANLA Management Clinic / Branding seminars

Art Institute of York / Lectures on branding and website design

Byrnes Health Education Center / Launch of new brand to media channels

Garden Industry Expo & Tradeshow / Branding and marketing seminars

PPTA Spring Conference / Branding & social media seminars

Education

Art Institute of Pittsburgh / Bachelor's Degree in Graphic Design

Art Institute of Pittsburgh / Associate Degree in Visual Communication

Point Park College / Studies in Computer Science

Duquesne University / Studies in Multimedia Development

Software

Design, Production and Presentation

Adobe Creative Suite / Adobe InDesign / Adobe Illustrator / Adobe Photoshop / Adobe After Effects / Adobe Acrobat / Adobe Dreamweaver

Microsoft Office Suite / Word / PowerPoint / Excel / OneDrive

Apple Keynote / Basecamp / Todoist

Website Design & Development

Sitemap & Wireframes / HTML / CSS / Dreamweaver / JavaScript / WordPress