



## [ MARC SHUR ]

### Senior Art Director/Designer

2829 Invale Drive, Glendale CA 91208

818 248 6848 marc@voodooonlab.com

Portfolio available at marcshur.com

## [ OVERVIEW ]

- Highly experienced creative director/art director/graphic designer with 20+ years of experience
- Proficient in all areas of advertising and design, from print to broadcast to web; able to provide turnkey creative solutions across all touch-points
- Skilled in all forms of consumer and business-to-business advertising: branding, retail, direct response, promotions, customer relationship marketing, etc.
- Conceptual and strategic thinker able to visually communicate a brand's personality and messaging clearly, effectively and uniquely
- In-depth knowledge about printing processes and broadcast production saves clients money and ensures timely delivery of projects
- Strong technical abilities; fast, prolific and easy to work with
- Consistent track record of delivering creative solutions and measurable results
- Outstanding team player and team leader
- Organized, effective manager experienced in scheduling, budgeting and assigning jobs

## [ NOTABLE ACCOMPLISHMENTS ]

- Shattered records for Youbet.com with a campaign that resulted in a 280% wagering increase, the biggest betting volume of any wagering outlet in the history of horseracing
- Successfully re-vamped and re-launched the Del Taco brand with a broadcast and in-store campaign that delivered a 200%+ increase in taco sales, despite being outspent 5 to 1 by Taco Bell
- Handle all communications for Voodoo Lab Music Products, helping take them from a garage-based start-up to a multi-million dollar global corporation
- Helped resurrect Eastwood Insurance with a hard-hitting campaign designed to appeal to a younger, more affluent audience—without alienating their older, low-income core customer. Results were impressive: 800-number calls increased by 45%
- Successfully rebranded Tang to make the retro drink mix cool again for a younger demographic
- Created a print campaign for Barbie Collectibles, helping turn the almost-dead division of Mattel into a multi-million dollar success story

## [ PROFESSIONAL EXPERIENCE ]

**Senior Art Director/Designer, Freelance, 2002 to present**

**Agencies:** Foote, Cone & Belding, Dailey & Associates, Ogilvy & Mather, Olson Kotowski, GSS Communications, SRC Advertising, Davis Elen Advertising, Young & Rubicam, Bates Ads USA, Grey Direct West, Asher/Gould, J. Walter Thompson, Italia & Associates, Rainmaker & Sun, Creative Productions

**Clients:** Epson, Thomson Reuters, McDonald's, Del Taco, Shakey's Pizza, Johnny Rockets, El Polo Loco, Disneyland, Mattel Inc., Tyco RC, Jakks Toys, MGA Toys, Guthy-Renker (direct response clients including Proactiv Solution, Sheer Cover, Principal Secret, Meaningful Beauty and more), Sodastream, Tracy Anderson Method, Swett & Crawford Insurance, Vela Insurance, USC Marshall School of Business, University of Colorado Hospital, TVG.com, XpressBet.com, Toyota Parts & Service, Option One Mortgage, CompUSA, 3 Day Suit Brokers and Bamboo/Fat Cat Pet Accessories.

**Creative Director/Art Director/Owner, The Ad Barn, 2006 to present**

Co-own a virtual agency that provides strategic marketing and creative solutions to wide range of clients, including Youbet.com, Daily Racing Form, Racing US, Magna Entertainment Corporation, Eastwood Insurance, American Career College, Future Disc Mastering, Windsor Place (facility for brain-injured adults), LACC Foundation, Graham Aviation, etc.

**Senior Art Director, Foote, Cone & Belding Worldwide, 2002**

Created and executed TV commercials for Tyco RC toys. Responsible for complete visual direction as well as bringing productions in on budget and on time. Delivered several successful product launches in an extremely competitive marketplace.

**Senior Art Director, SRC Advertising, Los Angeles, 1998 - 2001**

Created highly successful direct response campaigns for Barbie Collectibles, Proactiv Solution, Principal Secret and Avery Dennison. Re-branded the USC School of Business with a look that they still adhere to today.

**Senior Art Director, Ogilvy & Mather Advertising, Los Angeles, 1995 - 1997**

Created TV campaigns for all of Mattel's existing and new products. Other clients included Tang and American Express.

**Senior Art Director, Davis Elen, Los Angeles, 1991 - 1995**

Created communications for TV, print and collateral for all of McDonald's existing and new product launches. Other clients included Glendale Federal Savings, Krause's Sofa Factory, and Avis Car Rental.

**[ TECHNICAL SKILLS ]**

- Current with Adobe Creative Suite: [ Ps Dw Ai Id ]
- Mac Pro multi-monitor system with full raid backup
- Table top photography with full lighting gear

**[ EDUCATION ]**

Bachelors Advertising/Marketing, San Jose State University

**[ MARC SHUR ]**

Senior Art Director/Designer

References available upon request.