

CREATIVE DEVELOPMENT OF ONLINE AND PRINT MARKETING MATERIALS

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C A P A B I L I T I E S

- ★ Art Direction & Design
- ★ Copywriting
- ★ Marketing Strategy
- ★ Creative Concepting
- ★ Illustration
- ★ Printing Supervision
- ★ Hand-Coding of Static Websites and HTML Email
- ★ Experienced in Adobe InDesign, Illustrator, Photoshop and Dreamweaver
- ★ Websites, HTML email, print and online advertising, direct mail, outdoor media, logos and corporate identity materials, brochures, annual reports, promotional and sales materials, packaging, television and radio commercials
- ★ A strategic approach to marketing based on insights into the audience's perceived needs, as well as logical, emotional, situational and competitive factors. Marketing pieces are constructed from a carefully sequenced series of persuasion points, leading readers to come to their own conclusion that the client is the most sensible choice for them.

S U C C E S S E S

- ★ Helped Gwinnett Federal Bank exceed lending goals by over 25% with *The Wish Loan* campaign, which was adapted to consumer, mortgage and business loans in a range of media.
- ★ Developed introductory ads and mailers for the opening of the Lady Sportslife female-only health club, which generated \$4000 a day, cash up front, during pre-opening phase.
- ★ Created the *DeKalb Guest Book*, a booklet of price-off coupons, plus a 64-page *DeKalb Visitors Guide*, to attract out-of-town visitors. The immediate response: 100 calls a day.
- ★ Designed a 24-page *Guide to Corporate Security* as a direct mail piece for Norred Corporate Security. In addition to direct leads, extensive coverage of the guide in the trade media increased the response and helped establish the client as an authority in their field.

E M P L O Y M E N T

- ★ Currently operating my own business as an independent Creative Director, developing websites and emails (html & css) as well as print materials for banks and credit unions, centers of higher education such as Georgia Tech, UGA, Mercer and Oglethorpe, and other companies including The Atlanta Home Show, Bally Total Fitness, Freshens Yogurt, Westin Peachtree Plaza, Mid South Security and Hospitality Mutual Insurance.
- ★ Creative Director, The Sharitz Group Advertising, Atlanta, January 1994–January 1997. Developed advertising and direct mail programs for Sportslife and associated companies. Also created incentive programs and catalogs for companies such as Little Debbie Snacks.
- ★ Associate Creative Director, Crumbley and Associates, Atlanta, Nov. 1990–December 1993. Created promotional materials for Barney's Coffee & Tea Company, Mori Luggage and Gifts, Freshens Premium Yogurt, and the Georgia Dept. of Agriculture. Designed main image brochures for WAGA-TV and Georgia's Stone Mountain Park.
- ★ Senior Art Director, McCaffrey and McCall, Atlanta office, June 1988–November, 1990. Did promotional materials and packaging for Royal Oak Charcoal.
- ★ Art Director, The Ad Works, Atlanta, January 1986–March 1988. Handled design and ad concept for high-tech accounts such as Crosstalk Communications.
- ★ Art Director, Walker and Associates, Atlanta office, September 1983–January 1986. Created trade and consumer promotions for Catnapper recliners, as well as advertising and collateral materials for South Fulton Hospital.
- ★ Designer, Design Unlimited, New York, February, 1980–June 1983. Developed printed materials for the restaurant and hotel trade, including Hyatts and Hiltons.

T E A C H I N G

- ★ Taught creative strategy to copywriters at The Portfolio Center, July 1993–April 1996
- ★ Taught introduction to graphic design at The Learning Annex, March 1985–May 1989

E D U C A T I O N

- ★ School of Visual arts, New York, New York: design, illustration, typography
- ★ State University of New York, Albany, New York: communications
- ★ Boulder County Technical Center, Boulder, Colorado: layout and print production