

Harry G. Hartofelis

Art Director/Graphic Designer

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CORE COMPETENCIES

- Creative direction, art direction, advertising, logo design, graphic design
- Art direction/design of print, television, web of international and national campaigns
- Extensive work in consumer, healthcare, financial & tourism fields
- Proven logistical skills and the ability to effectively lead and execute projects
- Award-winning art director and problem solver
- Client management savvy
- Expert in Adobe Creative Suite and proficient in Microsoft Office Suite

Art Director/Graphic Designer

Morvil Advertising & Design

Wilmington, NC

- Partner with creative teams in creating campaign branding
- Manage print and art direction
- Project planning and management of multiple simultaneous projects
- Collaborate with writers to create headlines and copy

Accounts:

Brunswick Forest Coastal Community, New Hanover Regional Medical Center, Carolina Colours Residential Community, The Cottage Building Company, Monteith Construction Corporation, OrthoWilmington, Wrightsville Beach Landscaping, Medac Health

Creative Director

PULSE Health & Wellness Initiatives

Chapel Hill, NC

- Managed marketing, production design and collateral for all for all campaigns
- Brought in \$250,000 new business within 1.5 year period
- Oversaw four staff, providing mentorship to share techniques and maximize performance
- Presentation of new campaigns to clients

Accounts:

Kashi, Ocean Spray, Del Monte Foods, General Mills, Kellogg Company, Kroger Stores, Food Lion Inc., Elestat, Daiichi Sankyo Pharmaceuticals, Unilever-Promise Activ

Associate Creative Director

Rockett, Burkhead & Winslow Advertising

Raleigh, NC

- Managed all account design and creation of related promotional materials
- Worked extensively in the health sector, supporting high-profile clients such as GlaxoSmithKline and Duke Hospitals
- Supervision of 8 staff
- Partnered with senior team in the technical, conceptual and content development of new business campaigns

Accounts:

Reeds Jewelers, Sentera Healthcare, VetXcel, Inc.,
Misys Healthcare Systems, Coventor, Duke Hospitals, GlaxoSmithKline

Associate Creative Director

Mintz & Hoke Advertising

Avon, Ct

- International TV and Print production for The Special Olympics World Games, Connecticut
- Creative team member responsible for naming, test marketing and branding of LEGO's first computer based brick entry in the market – LEGO Mindstorms Robotics Invention System
- Responsible for new business acquisition of multi-million dollar account - Olympic Stain
- Successfully created and launched an innovative new product campaign through radio - YoCrunch
- Develop and maintain productive relationships with both new and old clients
- Voted Top Creative Talent – *Adweek*

Accounts:

Olympic Stain, LEGO - MindStorms, Otis Elevators, Mohegan Sun Casino, YoCrunch, Pratt & Whitney, AIDS, Connecticut, Vision Corner, Harvard Pilgrim HealthCare, Kaiser Permanente, Special Olympics World Games: Connecticut, Resorts Casino, Executive Risk – Aetna, CertainTeed

Associate Creative Director

McKinney Advertising

Durham, NC

- Art Direction and brand development for \$140 million dollar advertising agency
- Responsible for assisting with the review, interview and selection of new creative candidates
- Retail tradeshow booth designs

Accounts:

Royal Caribbean, Norwegian Cruise Line, North Carolina National Bank (NCNB), Karastan, Benihana, Piedmont Airlines, Saucony, Braniff International Airways, Fannie Mae, Philips Lighting, Tultex Apparel, North Carolina Tourism, Beatrice Foods

Freelance Accounts

Pergo, Arsenal Digital Solutions, Reichhold, Lohmeuller Lab, Crescent State Bank, Luxe Apothecary, Vanity Fair Lingerie, Butterfields Candy, GlaxoSmithKline, Unitive, Inc.

EDUCATION

- BFA Degree - Communications/Graphic Design
East Carolina University

Professional references available upon request.