

ROGER P. THOM :::

3170 S. Kaibab Way
Salt Lake City, Utah 84109
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SUMMARY :::

Design and Marketing Professional with over 11 years of experience in both art direction and graphic design (interactive, print, collateral, environmental) within both in-house and creative agency settings. Accomplishments have included the creation of marketing campaigns for both national and international clients. Helping clients guide their brand strategy in order to enhance their reputations. Specializing in branding, marketing and public relations all within established budgets and times frames.

PROFESSIONAL EXPERIENCE :::

2000 – Present

Open Fire Design

Salt Lake City, UT

Art Director/Lead Designer/Marketing Strategist

- create and communicate marketing concepts, brand strategies and design solutions for a variety of industries including healthcare, nutritional sciences, travel, NGOs and performing arts entities
- lead a collaborative team of designers, copywriters, information architects, content analysts, photographers, and web developers
- balance creative thinking with interpersonal skills as a liaison between the client and Open Fire Design
- coordinate and implement public relations campaigns with established local and national media

2010 – Present

Ririe-Woodbury Dance Company

Salt Lake City, UT

In-house Marketing/Touring Manager

- design and implement marketing strategies through web, print and video for contemporary dance company
- strategize and create design elements for 50th Anniversary branding initiative
- organize and book both international and national tours for a 14 person professional dance company
- negotiate contracts, bookings and fees between the Company and various theatre presenters across the United States and abroad
- secure funding within a \$1,000,000.00 operating budget from various grant sources including the National Endowment for the Arts (NEA)

ROGER P. THOM :::

2007 – 2009

Artichokes & Co.

Salt Lake City, UT

In-House Art Director/Graphic Designer

- led art direction and graphic design of all collateral associated with the Artichokes & Co. brand including print, catalog, packaging, web, signage.
- created and implemented additional featured brands to be distributed by Artichokes & Co.

2004 – 2009

The Storey Agency

Salt Lake City, UT

Agency Art Director/Graphic Designer

- oversaw design directives from ad agency from inception through delivery to client

Clients include (partial list):

- American Red Cross
- CG Sparks Furniture
- Depot Drug Pharmacy
- Morris Murdock Travel
- Union Pacific Health Systems
- Utah Developmental Disabilities Council
- Wicked Fast Sports Nutrition
- Zardozi (Afghan Artisan NGO)

1999 - 2003

Overstock.com

Salt Lake City, UT

Sr. Graphic Designer/Marketing Specialist

- launched Overstock.com brand initiative, logo and initial web design
- strategized internet marketing campaigns using usability, optimization and analysis
- supervised designers and production artists
- reported directly to CEO and Executive V.P. of Marketing

TECHNICAL SKILLS :::

- Mac and PC operating systems
- Proficiency in; Adobe Creative Suites (Acrobat, After Effects, Dreamweaver, Flash, FireWorks, Illustrator, ImageReady, InDesign, Photoshop, Premiere), Excel, PowerPoint, Word, CSS, HTML(5), XHTML, JavaScript, Joomla Content Management System, Digital Magazine Software, Movable Type, QR Codes, Social Media

EDUCATION :::

Utah State University - Bachelor of Arts Degree – Communications
with an emphasis in advertising, marketing and public relations

AWARDS :::

- The Storey Agency, Small Business of the Year 2007, Salt Lake Chamber
- Overstock.com, Top 25 Internet shopping site, Internet Retailer Magazine
- Zardozi (Afghan Artisans) NGO recipient 2008-2010
- Depot Drug, Utah's Best of State recipient 2008-2011

ASSOCIATIONS :::

- AAF, American Advertising Federation, member
- AIGA, the professional association for design, member