

EXPERIENCE

Legends Marketing & Sales**Creative Director 2022-2026**

Oversaw and guided visual communications. Created extensive video content and branding across multiple businesses and products. Created digital content including extensive social media as well as print collateral. Built, managed, and accessorized 20'x20' green screen video and photo studio. Kept on the leading edge of generative AI in both video and photography transitioning to economical AI enhanced execution wherever practical.

During my tenure, the company went from 2 to nearly 50 people nationwide. Both the company and CEO established a presence on LinkedIn in 2022 and I created primary content to support each with the two together reaching 15,500 followers.

Letter of recommendation from CEO Ryan Sellars

Sellars Absorbent Materials, Finished Goods Division**Creative Director 2010-2022**

Design and oversee visual communications for Sellars products. Oversee, create and implement packaging, collateral, video, photography and copy.

During my employment, the company more than doubled its previous rate of growth over that of the previous five years. After my comprehensive new packaging design was introduced, the company experienced a 350% expansion in big box retail sales with my packaging and branding called out by our management as buyers as a contributing factor.

Letter of recommendation from VP/MD Ryan Sellars

Triton Boats**Senior art director, 2002- 2009**

Designed and oversaw Triton's catalogs, website and collateral design materials. Acted as in-house photographer and coordinated photoshoots. Also did image manipulation, copy, and video. Contributed creatively for other Brunswick entities including Cypress Cay Pontoons and the Brunswick Boat Group.

Letter of recommendation from VP/MD Neal Hart

Watkins College Of Art & Design**Adjunct Professor, 1998-2000, Graphic Design Department
Consultant, 1999-2000, Industry Advisory Board, 2000-2005**

Instructed accredited college classes in graphic design. Classes included both advanced and introductory curriculums.

Gish, Sherwood & Friends, 1996-2002**Art Director, 1996-2002**

Nashville's second largest ad agency; responsibilities included concept, design and client presentations for regional and national accounts.

Voted quarterly '110% Club' employee, voted 'Employee Of The Month'.

Letter of recommendation from EVP/CD Roland Gibbons

The Buntin Group**Art Director, May 1995-1996****Supervisor of Production Art, 1994-1995**

Nashville's largest ad agency; as art director work primarily in advertising for regional and national accounts. As production artist supervisor, trained and hired production artists.

Letters of recommendation from president Jeffrey Buntin and VP/Sr AD Bill Holley

Tennessee Angler Magazine**Founder, President, 1993-1995**

Conceptualized editorial and design formats. Also set up state wide distribution and wrote original sales materials. Also acted as assistant editor writing articles and organizing content.

The magazine was presented the Southeast Outdoor Writers Association's Award for Excellence in Craft (Entrepreneurial).

Cates Design**Consultant, 1992-1993****Creative Direction****Senior partner/art director, 1988-1991**

Oversaw studio and did design for small ad agencies, local network affiliate TV stations, and P.R. firms.

Powell Advertising, Inc.**Graphic Designer, 1986-1988**

EDUCATION

Austin Peay State University

Bachelor of Science Majored in graphic design, minored in history, 1981-1986. Full tuition service scholarship. Additional emphasis in painting, photography, printmaking and drawing.

DESIGN AWARDS

AAF National Award of Merit

AAF Regional Addy

3 local Nashville Addy Awards

Nashville Addy Certificate of Merit

Print Regional Design Annual

Certificate of Design Excellence

IABC Gold Pen Award

Public Relations Society of America (PRSA) Award

PRSA Certificate of Merit

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