

Thank you for your time in considering me.

Zeb Morton
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To Whom It May Concern,

I am looking forward to a change of scenery this summer and I am interested in pursuing an opportunity to be part of your company. The twenty years I have spent running my own marketing communications firm has been amazing, but now I would welcome the chance to contribute my creativity, talents, and business experience to benefit to the overall success of your efforts.

I have a wide breadth of experience and natural ability to work on many levels of marketing, from traditional print to digital media. I understand what it takes to build strong working relationships with clients and co-workers, and I am comfortable juggling multiple tasks at once, but also focusing on priorities. When faced with professional challenges, I have assumed leadership positions using my experience, knowledge, and judgment to accomplish daily and long-term objectives.

Please feel free to further review my qualifications on my website which is listed below. I have crafted 27 reasons why I believe am the right person for you. This website will provide you with information about the creative challenges I have faced and how they have honed me as a marketer and designer.

I look forward to speaking with you soon about your challenges and priorities.

<http://27reasons.com>

Sincerely,

Zeb Morton



SUMMARY

30 years experience in all aspects of marketing communications, developing a broad and unique skill set that is successfully applied in market leading organizations, for diverse client types, and in a vast array of industries.

Client partner who comprehends unfamiliar and intricate business-lines quickly and implements campaigns adeptly at both a strategic and technical level, with attention concurrently to long-term customer strategy, short-term campaign strategy and detailed tactics.

Strategic thinker who conceptualizes complex strategies in traditional print and/or digital and communicates a clear creative, and effective vision, via branding strategy, for marketing deliverables. Approaching problems from the user and consumer point of view and crafting solutions grounded in brand strategy that combine value, experience design and technology.

Creative visionary who designs fully integrated, future-focused, innovative customer solutions, to improve the competitive advantage that drives superior business results, through leading-edge print, interactive, sales promotion, television, radio, and direct response.

Relationship manager who evaluates, selects, develops, and manages relationships with staff and freelance creative resources to effectively complete projects and grow the strength and effectiveness of overall services offered.

CAPABILITIES

Creative and Art Direction, Branding, Strategy, Marketing Planning, Concepting, Storyboarding, Graphic Design, Identity Design, Product Design, Advertising, Concept Design, UI/UX Design, Web/Mobile Design, Experiential Design, Video Direction, Photo Direction, HTML5/CSS/JavaScript

VERTICAL MARKETS

Manufacturing, Technology, Government, Healthcare, Logistics, Sports, Education, Non-Profit, Travel, Restaurant

SOFTWARE

Adobe Creative Suite: Acrobat, After Effects, Dreamweaver, Illustrator, InDesign, Lightroom, Photoshop, Premiere
Microsoft Office: Word, Excel, PowerPoint and also Project, Visio, Access
Wordpress, Keynote, Basecamp, Final Cut, Sketchup

PORTFOLIO

<http://27reasons.com>

EMAIL

zeb@27reasons.com



EXPERIENCE

(2000-Present) **Principal / Creative Director**- Agency Z, Greenville SC

- Responsible for all phases of branding/advertising/marketing business in the upstate of South Carolina.
- Team Leader and Mentor, directing 4-10 full-time creative and technical employees, and virtual teams of up to 20 internal and freelance persons, who communicated a clear vision, guided and developed the team, and gave and sought quality feedback to continuously enhance the process.
- Entrepreneurial understanding of all aspects of business management from customer sourcing through creative and production to billing and ongoing maintenance.
- In-Demand Troubleshooter sought after as top problem-solving consultant in market due to diverse artistic/media skill set and keenly perceptive analysis of target audience, culture, and preferences when designing creative solutions.

Clients included: Multiple successes with Hubbell Lighting, Inc. communicating market-wide shifts in sales strategies. Additional clients included Engineered Products, Greenville Road Warriors, Southern Weaving, The Corner Pocket, Hartness International, InCon Technologies, South Carolina Steel Corporation.

(1998-2000) **Interactive Creative Director** - Jackson-Dawson, Greenville SC

- Interactive Creative Director for all interactive media, responsible for establishing department and reporting to President at this national integrated marketing communications firm.
- Team Leader of 8 full-time creative and up to 10 technical employees in all phases of marketing communications.
- Skilled Collaborator who worked effectively with all stakeholders from concept through production by clearly communicating, updating and soliciting insight regarding key steps of process.

Clients included: Multiple successes with Michelin North America; including a CD-ROM based training program for 5,500 employees in the Small Tire Division, introducing industry trend-setting products ahead of competition for 2,000 clients in Earthmover division, and event planning for International Sales Meeting impacting 750 salespersons. Additional clients included BMW Manufacturing, Kemet, and Ridgid.

(1997-1998) **Senior Designer** - Greg & Greg Creative, Greenville SC

Responsible for handling all phases of print and interactive design projects.

Clients include: The National Family Partnership, Bowater, Apple South and Maxfli.

(1996-1997) **Senior Designer** - InteractiVisions, Easley SC

Responsible for handling all phases of design for interactive kiosk based information systems.

Clients include: Sara Lee Corp., Callaway Golf, Revlon, Disney, Macy's.

(1991-1995) **Art Director** - Greg & Greg Creative, Greenville SC

Responsible for handling all phases of graphic design/advertising projects.

Clients include: Applebee's, Dunlop, Sheridan, South Carolina National.

(1989-1991) **Art Director** - Eison Goot Group, Greenville SC

Responsible for design and creative on five accounts; Greenville Chamber for Commerce, Modern Office Machines, The Red Cross, Saint Francis Hospital, Century BMW.

EDUCATION

(1984-1989) **Student** - Ringling School Of Art & Design, Sarasota, FL (1986-1989)

Bachelor of Fine Arts Degree, (Honors), Concentration in Graphic Design

Editor of Ringling Magazine, Who's Who in American Colleges and Universities

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