

RICHARD ETIENNE

1050 Bagwell Drive. Kennesaw, GA 30152

T 305.479.8324 • retienne@richhaus.com

www.richhaus.com

TO WHOM IT MAY CONCERN;

In today's society, the focus of marketing changes constantly. The need for a seasoned creative professional to address and effectively react to these changes is ever present. Thus leaving one integral problem; where and how can this individual be found.

Look no further. I believe that my extensive professional background is what your company is searching for. Being that my marketing and design experience are rooted in the fundamentals, as well as, hands on knowledge from over ten years of work experience. I feel my skills and professionalism can be a valuable asset to your organization.

The attached resume list my personal and professional history in detail. A brief look into the information documented will display a list of experiences from managing a creative staff to designing direct mail and internet projects. You can also view selected pieces from my portfolio at www.richhaus.com. My expectations are that these materials aid you in finding the answer to your question, the solution to your problem.

I look forward to speaking with you and enthusiastically await the possibility of meeting with you to discuss ideas for a prosperous future. Thank you for your time and cooperation.

Cordially,



Richard Etienne





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OBJECTIVE

To become a member of a company where employees work and communicate in harmonious rhythm. An organization that relies on the creative mind as well as the inquisitive, calculating mind for guidance. A place where the initial task is as important as the finished product.

WORK EXPERIENCE

CREATIVE SERVICES SUPERVISOR

March 2005 - December 2007

**Miami-Dade Aviation Department / Miami International Airport
Miami, Florida**

Department leader, working directly with the Marketing Director, Associate Aviation Director of Business Development and Aviation Department Director. Responsible for management of a creative group comprised of four designers, one photographer and one videographer /editor. Winner of such inter-company merits as the "Aviation Rewards and Recognition for Customer Service," an honor bestowed to individuals who represent an exemplary level of excellence in their field.

Responsibilities include but are not limited to: management of department budget, personnel management, project team management, conceptual development for direct mail projects, production organization and art direction for photography projects, conceptual development of publication advertising campaigns, conceptual development and production work for department online presence, creation of storyboards for video production, management of all internal video productions, art direction for internal video productions, management of on commercial spot programming for internal CNN broadcast. Responsibilities also include post-production management of all projects including: offset press production, television, radio, and print advertisement.

ART DIRECTOR

October 2001 - March 2005

**Federated Department Stores / Macy's - Florida Division
Miami, Florida**

Responsible for creative concepts and production of daily, weekly, and monthly advertising projects for Home, Fine Jewelry, Credit and Leased divisions. Projects consist primarily of, but not limited to: conceptual development and execution of print advertising (newsprint, magazine, catalogue - direct mail), coordination of: copywriters & photographers, art direction & styling for photography.

Responsibilities also included post production management of all projects; including: offset press production and print advertisement. As well as meeting with Vice President of Advertising, Creative Director, merchant teams and ad executives to coordinate present and future marketing strategies and opportunities.



PERSONNEL MANAGEMENT

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CREATIVE MANAGER

August 1998 - October 2001

**Sunglass Hut / Watch Station International (Luxottica Group)
Coral Gables, Florida**

Team leader, working directly with the creative director. Responsible for management of a creative group comprised of five designers. Winner of such inter-company merits as the "Legend Award," an honor bestowed to individuals who were instrumental in changing the direction of the company. As well as the "L.I.F.E. Award," earned for delivering a level of excellence unparalleled by any other personnel within an individuals area of specialty.

Responsibilities included but were not limited to: personnel management, project team management, conceptual development for all direct mail pieces, production work for all direct mail catalogs, production organization and art direction for lifestyle photo shoots, production organization and art direction for product photo shoots, conceptual development of point-of-purchase signage and collateral materials, conceptual development and production work for internet division, organization and production for publication advertising.

Responsibilities also included meetings with merchant teams to develop marketing strategies based on product line, post production management of all projects; including: offset press production, television, radio, and print advertisement; clientele included national brands such as: Ralph Lauren, Donna Karan, Tommy Hilfiger, Emporio & Giorgio Armani, Addias, Nike, Casio and Oakley.

ART DIRECTOR

July 1995 - August 1998

**The Corradino Group
Miami, Florida**

Art Director for the communications division of a national architecture and engineering firm. Responsible for the supervision of an in-house graphics department comprised of seven employees.

Responsibilities included: personnel management, internet site development and advertising strategies, multi-media presentations, project proposals, promotional print media
Responsibilities also included post production management of all company related media; including: offset press production, television, radio, and print advertisement; as well as participation in multi-media presentations as the spokes person for the Communications Department at the Corradino Group. Clientele included: The City of Miami, The City of Miami Beach, Florida Department of Transportation, The City of Racine-Wisconsin, and Miami - Metro Dade Transit Authority.



HANDS-ON EXPERIENCE

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SENIOR DESIGNER

October 1994 - July 1995

**Marc Honig Design Group
Miami, Florida**

Responsible for art direction and production work on advertisements and print media; As well as client meetings and account management. Responsibilities also included post production management for projects. Clientele included: Gulfstream Park, Palmetto Regional Hospital, and Hyatt Resorts International.

GRAPHIC DESIGNER

June 1993 - July 1994

**Marcel Mirror and Glass Products
Brooklyn, New York**

Responsible for art direction and production work on advertisements, in-house print materials, design and production work for product development. Responsibilities also included post production management for projects.

EDUCATION

Bachelor of Fine Art

**The Cooper Union for the Advancement of Science and Art
School of Art**

New York, New York

August 1990 - May 1994

Areas of study: Graphic Design, Typography, Videography, Photography

SKILLS

Proficient with both Apple and Windows operating systems and hardware

Proficient with latest software versions of:

Quarkxpress, Photoshop, Illustrator, InDesign, Image Ready, Dreamweaver, Flash