



Résumé

James Lipschutz

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Profile

Freelance Creative Director and Graphic Designer. Over thirty years experience in developing engaging and innovative digital and print designs for clients in a broad range of industries.

Highly adept at visual strategy, layout development, and branding across a variety of media. Demonstrated success working in collaborative environments and providing leadership to creative teams to conceptualize and execute effective marketing strategies.

Experience

CREATIVE DIRECTOR - JNL MARKETING & GRAPHIC DESIGN

2015-PRESENT

- Utilize extensive knowledge in advertising and marketing to get clients branded as industry leaders. A proven record of increasing both immediate and long term profitability using high impact advertising campaigns and well thought out media strategies.

CREATIVE DIRECTOR - DYNAMAIL MARKETING

1988- 2015

- Built an advertising agency from startup to over \$5 million in billings in less than three years.
- Acted as Creative Director and Graphic Designer for diversified industries throughout the US.
- Created nationally recognized collateral material for Fortune 1000 companies which included LA-Z-Boy, Hamilton Beech, Walmart, Pepsi, Swissair and Panasonic.
- Developed new business strategies including initial concept, ID development, branding, copywriting, media planning and negotiation utilizing multiple print and digital platforms.
- Developed nationally linked vendor programs, and served as a liaison to create materials for franchise companies and their franchisees.
- Ranked one of the fastest growing advertising agencies by *The Philadelphia Business Journal*.

PHOTOGRAPHER - JIM LIPSCHUTZ PHOTOGRAPHY

1984-1988

- Developed photographic style based on creative brief.
- Organized and performed photography in studio and location settings.

Skills

- Graphic Design
- Copywriting
- Photography
- Illustrator
- Photoshop
- Wordpress
- inDesign
- HTML

Education

UNIVERSITY OF PENNSYLVANIA

Communications and Engineering

Of Interest

- Numerous Fine Art Photography Exhibitions and Awards
- Climbed Mt. Kilimanjaro
- Licensed Pilot
- Certified Scuba Diver
- Wrote software for NASA spacecraft