

Blanka Roundtree

Creative Director, Media Design Management, Creative Catalyst and Brand Strategist



phone:

727.514.2054

email:

blanka@blankacreative.com

web:

www.blankacreative.com

www.krop.com/blanka

www.artistikmagazine.com

www.linkedin.com/in/blankacreative

<http://blanka.posterous.com>

Professional Summary

Over fifteen years of proven experience in a variety of settings, ranging from small, independent companies to national firms, combining distinctive design with the ability to manage, and independently plan large-scale, high-dollar projects. Leading creative teams in executing a strategic vision which resulted in company profitability and successful project outcome in addition to a client and customer satisfaction. Able to quickly adapt to unfamiliar situations, adjusting readily to changing priorities, rapidly learning new skills, communicating with a wide range of associates, and maintain a high degree of organization and professionalism. Achieving results in a fast-paced environment and working effectively with project teams. Fluent in 3 languages, which enhances the understanding of international markets.

Expertise

~ Conceptual Development

~ Encompassing Innovation

~ Strategic Marketing

~ Project Management

~ Research

~ Media Design Management

~ Creative Art Direction & Award-Winning Design

~ Team Building

~ Creative Leadership and Management

~ Managing highly sensitive matters

~ Original Concepts

~ Branding and Integrated Development

~ Image Manipulation

~ Promotion & Press Kits

~ Front End Web Design & Development

Industry Experience

~ Advertising

~ Publishing

~ Marketing

~ Education

~ Visual Communications

~ Social Media

~ Retail, POP

~ Entertainment

~ Graphics

~ Niche Markets

~ Communication and Translation skills
between management and designers

Professional Achievements

• Artistik Magazine - Social Media/Production Manager, 2007-Present

In 3 years, Artistik Magazine has grown from a small local student magazine to a significant publication with 25,000 quarterly distribution nationwide, capturing 12 college campus markets.

~ In the position of a Production Manager/Social Media, Advertising/Promotions/Event planning and Brand management. Overseeing community, and customer relations. Serve as primary media contact, directing all publicity, consumer awareness, and image campaigns; develop media press kits and releases.

~ Evaluate advertising and promotions to ensure campaign messaging aligns with strategic goals. Managing highly sensitive matters requiring compliance with strict regulations. Timely and courteous response to support issues, attention to detail and analysis of complex information.

~ Instrumental collaborator in the initial branding of Artistik, contributing writer and provide creative consulting. Creative lead in Promotions and Marketing for Artistik Envy Competition - the search for creative genius in Tampa Bay. A reality series which focused on a competition between ten multimedia and graphic design students/alumni.

• Blanka Creative - Creative Director, 1996-Present

Developing branding and ROI driven strategic campaigns from concept to release.

~ Effectively managing, implementing and coordinating digital media products and services, ensured campaigns remained focused and effective. Delivering quality, error-free work, saving companies over 50% on production cost.

~ Creating the Experience Effect with Identity packages; Design, Apply and interpret qualitative methodologies to contribute to both brand strategy and communication development; Environmental graphics; Public relations; Networking and Social Media; Content Management for User Experience with User Centered design principles; Directing photo shoots; Photo re-touching and color correction; Ad concept and layout; Color separations;

Blanka Roundtree

Creative Director, Media Design Management, Creative Catalyst and Brand Strategist

~ Placing emphasis on design as a strategic tool, facilitating creativity, and collaboration in the global workplace; Proficiency in project management, communication, presentation, negotiation skills, production work flow, leading clients in preparation, customer interaction and creative consultation.

~ Clientele includes Masonite, Silicon Advantage, Tampa Bay Performing Arts Center, BIC Special Markets Division, AdvaLite, American Line, Sullivan Advertising, WTSP CH10, MacAttitude, Sound Mosaic, and Ishai Creative Group.

- IADT - Instructor Assistant, 2009-2010

Creative Thinking class in Advertising and Design Bachelors program. ~ Assisted with developing and implementing classroom activities and course content materials. ~ Modeled effective oral and written communications that engaged the students, provide clarity, and improve student learning. ~ Demonstrated excellent motivational and instructional skills in a diverse and non-traditional environment, facilitated the efforts of diverse group.

- IADT - Graphic Designer, 2007-2007

Collateral material design, newsletters, brochures, posters, flyers, announcements and advertisements for school events; managed student portal; hosted special events and contests; conducted fundraisers. Provided excellent customer service to students and staff at Student Services Department.

- Sullivan Advertising Group - Art Director, 1990-1994

Leading projects from creative concept to final product. ~ Present strategic recommendations to clients by organizing and leading development sessions; Designed layouts, digital executions, and color separations; Production of full color comps, color keys and match prints. All pre press and press checks; Networking, operation, understanding and troubleshooting on the Macintosh platform; Managed Art Department and its general daily workflow.

Education

- MFA: Media Design Management, Magna Cum Laude; IADT, Tampa, FL, 2010
- BFA: Graphic Design and Visual Communications, Magna Cum Laude; IADT, Tampa, FL
- BFA: Design & Fine Art, Cum Laude; The School of Graphic Arts, Bratislava, Slovakia

Software Proficiency

Cross platform proficient Mac and PC; Adobe Creative Suite – Photoshop, Illustrator, InDesign, Dreamweaver, Flash, Quark Express, MS Office, Painter, Director MX; HTML, Css, JavaScript, GIF animation, People Soft

Professional Contributions

- Initiated and completed Global research on Creative Team Leadership in-2010. The data set for the study was collected from 316 participants and included all continents. The purpose of this exploratory research was to determine and examine strategies used by creative/art directors in the realm of creative team leadership.
- Online panel member at the Center for Creative Leadership's - Leading Insights since 2009.
- President of IADT Alumni Association, Tampa Chapter since 2010.
- Panel review member for Senior Portfolio at IADT and UT, Tampa.
- Advisory board member at Keiser University - Graphics and IT, and at IADT - Advertising and Design. Assisting with the curriculum review and revision, determining future program development, assuring that graduate's skills stay current with employment needs.

Awards

- 2007 Media Arts Design Expo - 2nd Place in Promotional Design - 3rd Place in Interactive Design
- 1994 Advertising Specialty Institute - 1st Place for Cover Design - Bic - 2nd Place for AdvaLite Catalog
- 1993 Supplier Achievement - 1st place for Bic SM Division Catalog

Languages Fluent in 3 languages: English, Slovak and Czech.

Memberships & Affiliations AD2 Tampa Bay, American Institute of Graphic Arts, Adobe InDesign UG, Center for Creative Leadership, Design Management Institute, Digital Media Group, Florida Creatives, IADT Alumni Association, National Association of Photoshop Professionals, Tampa Bay Advertising Federation, Tampa Bay Creative Suite User Group