

# STEVE OATMEYER

art director | graphic designer

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## STRENGTHS AND EXPERTISE

- Analytical skills
- Creative leadership
- Relationship building
- Team management
- Design strategy
- Process implementation
- Creative problem solving
- Motivational skills
- Branding and production
- Marketing savvy
- Networking
- Design execution

## PROFESSIONAL EXPERIENCE

**Steve Oatmeyer Design, Washington DC** 2009 to present  
Freelance Art Director/Graphic Designer

- Provide print, branding and marketing support to businesses in the corporate and non-profit sectors on a contract and freelance basis.

**Spokany & Company Marketing, Bethesda, MD** 2006 to 2009  
Senior Art Director/Project Manager

- Created and executed collateral, corporate identity, newspaper advertising, direct mail and product branding for the real estate market.
- Drove brand identity and marketing collateral for The Washington Auto Show®, increasing company footprint and media image.
- Directed and managed design department, designers, vendors and printers.
- Researched niche markets and marketing trends in order to leverage effective promotions, trade shows, direct mail campaigns and product launches.
- Translated marketing objectives into creative strategies, managing all projects from conception to completion.
- Directed the creative team in the production of all advertising and marketing collateral, to ensure the visual communication standards were met across various media mediums.
- Managed all projects to completion overseeing schedules, brand and quality standards.
- Met with clients to explain campaign strategies/solutions, investor presentations, and revised business plans.
- Directed both the marketing and design goals, strategies, business development programs and implementations.

**Key Clients:** IDI Group, Leisure World®, 20/20 Biogen, Artisan, WANADA

**Spectrum Science Communications, Washington, DC** 2004 to 2006  
Senior Art Director

- Create collateral and advertising campaigns to promote awareness in the pharmaceutical and health care advocacy markets.
- Developed new business proposals, Power Point presentations and designed branding identity for clinical trial drugs.
- Manage projects and coordinate with internal/external agencies, media partners, vendors and local market properties, in execution of multimedia marketing tactics ensuring quality and on time delivery and distribution of work.
- Specialized in creating marketing strategies that integrated branding and messaging efforts cost effectively for non-profit clients.
- Key Accomplishments: Created a complete Brand for Lung Cancer Alliance ([www.lungcanceralliance.org](http://www.lungcanceralliance.org)) including collateral, exhibit and a Telly Award-winning PSA; created an awareness campaign "LifeBulb" for pancreatic cancer awareness month.

**Key Clients:** Lung Cancer Alliance, Biogen, AACR, PanCan, Progeria, American Diabetes Association

**Fahay Davidson Integrated Marketing, Washington, D.C.** 2002 to 2004  
Senior Art Director

- Provide design, art direction, and production of sales collateral, packaging, print ads, direct mail and interactive materials for corporate clients.
- Met with clients to discuss their marketing and advertising needs and develop design briefs by gathering information and data to clarify their needs.
- Execute marketing strategies and plans that define a brand, build awareness and drive consumption of a company's products or services.
- Worked with research departments to organize data on consumer insights and analytics.
- Key-opinion leader in re-branding, strategic design of corporate and marketing materials and advertising campaigns.
- Key Accomplishments: Created an international Brand Guideline for Sprint B2B collateral; created a successful "Summer Freedom Campaign" for the Washington DC Convention Bureau.

**Key Clients:** Blue Fire Security Technologies, DC Lottery, WCTC, Sprint, Washington Post, AOL

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## **Fetch the Ball Design, Buffalo, NY**

2001 to 2003

Owner/Creative Director

- Owner of a design and marketing studio specializing in creating creative approaches to the design of annual reports, capability brochures and business collateral for leading local and regional organizations.
- Develop and implement strategic marketing plans and forecasts to achieve company goals and objectives for products and services.
- Ensure effective control of marketing results, and take action to guarantee that achievement of marketing objectives fell within designated budgets.
- Establish and maintain consistent brand image throughout product portfolio, consumer and channel media, promotional materials and events.
- Work with sales teams and channel marketing, either specifically or in groups, to create local and regional marketing campaigns focusing on generating prospects and sales for the brand, including creating awareness for brands in new or open markets.
- Prepare and deliver long-term, strategic consumer engagement campaign within budget restraints.

**Key Clients:** Hyatt Regency, Sheraton, Children's Guild of Western New York, Olmsted Center for the Visually Impaired

## **Finishline Design Group, Buffalo, NY**

1997 to 2001

Senior Art Director/Account Representative

- Oversaw the operations of the design team and worked with internal clients to ensure all creative projects support the overall business strategy.
- Provided creative leadership while ensuring the quality of concepts, copy and documentation for assignments, campaigns and initiatives.
- Strategized and managed relationships with external departments as required.
- Monitored team activity to ensure timely delivery of products and services for assignments
- Provide tools and information to foster team and individual growth.
- Implemented and facilitated a creative atmosphere throughout department, resulting in increasing morale.
- Helped bridge the gap between current front-end creative development and technology needs.
- Provided cohesive support of overall creative strategies while incorporating best design, content, information architecture, and technology practices.

**Key Clients:** Buffalo Museum of Science, Beaver Hollow Conference Center, Sorrento, Hyatt Regency

## **AWARDS**

- Bronze Telly Award
- Gold Western New York Excellence in Printing
- Silver Art Directors of Western New York
- Silver Western New York Superb Printing
- Bronze Art Directors of Western New York

## **AFFILIATIONS**

- Advertising Club of Washington
- Art Directors Club of Metropolitan Washington
- AIGA
- CAGLCC

## **TECHNICAL COMPETENCIES**

Macintosh-based CS6; InDesign, Adobe Illustrator, Adobe Photoshop, QuarkXpress, Power Point, Key Note, Microsoft Word and Adobe Acrobat. Savvy in pre-press set-up and print processes. Digital Photography.

## **VOLUNTEER**

One-In-Ten, Reel Affirmations, WNY AIDS Community Services, The Children's Guild of WNY

## **EDUCATION**

Bachelors Degree; Advertising and Communications, Buffalo State College, Buffalo NY  
Associates Degree; Bryant & Stratton Business Institute, Buffalo NY

## **ONLINE PORTFOLIO**

[www.steveoatmeyer.com](http://www.steveoatmeyer.com)

## **RECOMMENDATIONS**

[www.linkedin.com/pub/steve-oatmeyer/b/425/68](http://www.linkedin.com/pub/steve-oatmeyer/b/425/68)