

Peter Monk Craig | Art Director | Designer

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Objective

To advance my creative professional journey with opportunities that challenge my skill set and knowledge of digital marketing campaign development and execution.

Key skills

visual representation | branding | digital design | print/digital production | logo development | campaign development
promotional marketing | integrated marketing | digital imaging | motion graphics | copy writing

Tech skills

Adobe Creative Cloud: Acrobat | Adobe XD | After Effects | Bridge | Dreamweaver | Illustrator | InDesign | Photoshop

Office: Excel | Outlook | Powerpoint | Teams | Word

Platforms: Basecamp | Dropbox | Egnyte | Google Docs | InVision | Leankit | Slack | Smartsheet | Wrike | Zoom

Professional experience

Freelance Art Director | Designer, Chicago, IL (2018 - present)

Agency clients: Dept. 11 | InteQ | KSV | MKTG | IEG | PSC | H+L Partners | LimitlessCreative | Salt | Warshawski

Brand clients: 1-800 Contacts | Amazon | ASCM | CEC | Great Wolf Lodge | Evolve | Guinness | Honeywell | McDonald's
NCAA | Office Depot | Salesforce | SeaWorld | SoCalGas | Stage773/Whim

Assignments: Design and write monthly promotional email series, concept and pitch development, brand style guide interpretation, logo development and execution, GIF & video creation, social media campaign development and execution, print collateral development and execution.

Senior Designer, ESP Properties (IEG), Chicago, IL (2016-2018)

- Responsible for management of brand guidelines, presentation templates, digital image archiving, etc.
- Developed digital images, charts and infographics for IEG|ESP Sponsorship Report
- Managed IEG webinar series design and implementation
- Created marketing materials for annual IEG Sponsorship conference including all print collateral, event signage and on-site design, digital marketing materials and video engagements
- Started ESP Culture Club to enhance staff interaction, events and office experiences

Art Director, Momentum Worldwide, Chicago, IL (2010- 2015)

- Developed retail, web and mobile promotions and at-track hospitality for Office Depot title NASCAR sponsorship
- Drove ideation for new business pitch winning Experiential Agency-of-Record status for U.S. Cellular (\$4MM)
- Played key creative role in winning RFP pitch of United Airlines through demonstrated ability to create conceptual materials that incorporated effective elements and secured client addition
- Managed creative on promotional digital program using responsive web design for Kraft to ensure relevant strategies are in congruence with individual brand ID (IMC)
- Contributed in creation and promotion of mobile app for U.S. Cellular college sports sponsorship program and extending the app to include client MLB sponsorship
- Generated reports on campaign performance and analyzed insight obtained through consumer research to gauge success

Education

Art Institute of Pittsburgh (AA)

Leo Burnett mentored, Ogilvy approved

GATF Digital Production certified

Loves

Playing guitar in a band, attending concerts, movies and film making, drawing painting, playing hockey and golf