

Tom Kiefer

ACD / SENIOR ART DIRECTOR

Dearborn, MI

Creative, passionate and hard working ACD/Senior Art Director

tkiefercreative@gmail.com

313-799-0101 mobile

Experience

Freelance ACD/Art Director

TKiefer Creative

Worked for ad agencies including Campbell Ewald, Weber Shandwick, Industri, GTB, SMZ, Mars, Havit Advertising and others on creatively solving marketing challenges for clients that included Port Authority of NY & NJ, GM, Chevy, Ford, The Michigan Lottery, Bagger Dave's, Walmart, Shamrock Farms Dairy, The Detroit Tigers, Marriott, Stony Point Fashion Park, CULink, PayAnywhere, Lifelock, SVS Vision and more.

Dearborn, MI

Jun 2009 - Present

Senior Art Director

Weber Shandwick

Worked on internal communications materials and external branding materials for General Motors, Chevrolet, Cadillac, Buick and GMC. Also worked on social media for Chevrolet.

Detroit, MI

Nov 2018 - Feb 2020

Freelance ACD/Art Director

Weber Shandwick

Worked on social media for Chevy.

Birmingham, MI

Mar 2017 - Nov 2018

ACD/Art Director

Birmingham, MI
Apr 2013 - May 2016

Industri Advertising

Focused on new business while working on creative for Fathead, Four Points by Sheraton, McDonald's, WeightWatchers, The Shrine Circus, Towne Club, Quicken Loans, Gardner-White, Lee Steinberg Law, Perkins School for the Blind, and the Bottomless Toy Chest.

ACD/Art Director

Southfield, MI
Feb 1998 - May 2009

Doner Advertising

Worked on creative for major national brands including Serta, Bush's Baked Beans, Owens Corning, Chiquita Bananas, Helzberg Diamonds, Dupont Fabric Protector, Kibbles n' bits, Progressive Insurance, Six Flags, Mazda, Expedia, Hotels.com, The Mills Shopping Malls, Cranium and others. Also worked on web site development for Serta and Bush's Baked Beans. Was a key art director on several successful new business pitches.

Art Director

Dallas, TX
Oct 1993 - Feb 1998

Publicis Bloom

Worked on creative for major national brands including TGI Fridays, Stouffers, Regional BMW, La Quinta Inns, Krystal, Owens Family Restaurants, (Tandy) Incredible Universe, Nestle, Iron Kids Bread, Similac, Italianni's, Armor All Home Care products, and Texas Scottish Rite Hospital for Children.

Education

Art Direction

Atlanta, GA
Sep 1991 - Oct 1993

The Portfolio Center

BA Advertising

East Lansing, MI

Michigan State University



Skills

Strategic, Conceptual and Visual Thinker.
Experienced with Adobe Creative Cloud - InDesign,
Photoshop, Illustrator and Acrobat.
Efficient in Microsoft Word, Outlook, Powerpoint and Teams.
Experience with Opal and all forms of social media placed on
Facebook, Twitter and Instagram.
Experience with video production that involves CG, animation,
claymation and compositing.
Proficient at hand drawn roughs and photocomps.

Honors and Awards

CA, Addys, Caddys, Tellys, Effies, Creativity, Madison Avenue
Advertising Walk of Fame Inductee (Serta Sheep) Outdoor
Creative Challenge Awards, Dallas TOPS merit winner, Show
South Student Awards, Leo Burnett scholarship recipient

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