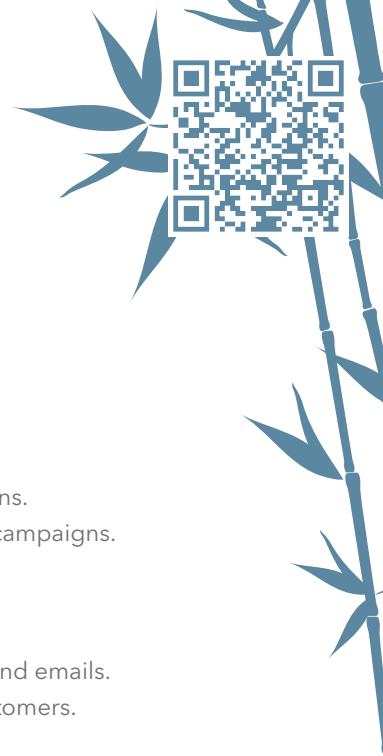




516 West Northgate Drive, Irving, TX 75062  
214-288-8482 • david@tierneydesignshop.com



## CAREER HIGHLIGHTS

### **Tierney Design Shop: Creative Director/Art Director/Copy Writer, 2004 - Present**

- I partner with businesses to build their brand using strategic response driven solutions.
- I create websites, emails, print ads, T-shirt graphics, logos, direct marketing and TV campaigns.
- I write copy for blogs, radio, web-sites and full-page ads.

### **Chase Paymentech: Senior Interactive Manager, 2013 - Present**

- I'm responsible for integrating campaigns that use print, videos, banners, websites and emails.
- We create strategic multimedia campaigns that educate and build trust with our customers.
- Our marketing events and panel discussions consistently exceed expectations.

### **The Marketing Arm: Associate Creative Director, 2012 - 2012**

- I was recruited from Kansas to help develop the Pepsi and Frito-Lay "Power of One" project.
- My National Consumer Promotions team designed themed and holiday promotional displays for supermarkets.
- I created an in-store augmented reality holiday snowball fight that took customer interaction 3D by using a mobile smartphone App.

### **BKV: Sr. Art Director, 2009 - 2012**

- BKV asked me to join the team and help improve their direct marketing programs, creative concepting and client relationships.
- I directed award winning web, direct marketing and print campaigns for B2B, non-profit and health care clients.
- My team redesigned the Daimler Trucks of North America's Retail Marketing Program, a turnkey online solution that enables dealers to create customized marketing materials.

### **Bernstein Rein: Associate Creative Director, 2007 - 2008**

- I was recruited to the mid-west to work on the USAA and Time Warner Cable accounts.
- I directed multiple integrated campaigns using TV, print, web and direct marketing.
- My team worked with account and data teams to target customer demographics.

### **DDB Los Angeles: Sr. Art Director, 2005 - 2007**

- My web and direct marketing campaigns increased client customer retention and brand awareness by more than 400%.
- My team developed a rockin' sweepstakes campaign for Ameriquest Mortgage and the Rolling Stones. This sweepstakes generated a 245% ROI.
- I created multiple direct marketing campaigns for Ameriquest Mortgage that targeted consumer segments in sub-prime, prime and Hispanic markets.

### **Epsilon: Art Director, 2004 - 2005**

- I designed a targeted teacher-focused direct marketing campaign for Capital One that generated a .26% response rate and beat the current control.
- I received multiple awards for my banking and financial direct marketing campaigns.

**CONTINUED >**

**Hawkeye: Art Director, 2001 - 2004**

- My team created the Pizza Hut VIP (Very Into Pizza) loyalty program. An award winning campaign that integrated print, web and direct marketing to targeted pizza lovers.
- I designed direct marketing campaigns for ALLTEL wireless resulting in a 3% sign-up rate for commercial and residential markets. My work achieved a 2% closure rate for ALLTEL's acquisition DSL services.

**Tracy Locke: Art Director, 1999 - 2001**

- I designed graphic signage for sweepstakes, promotional offers and print campaigns to increase awareness and build brand identity for Pepsi and Frito-Lay.
- I designed national campaigns for Mountain Dew and 7-Eleven convenience stores. These campaigns targeted in-store shoppers with seasonal offers and promotions.

**Viacom Retail Group: Graphic Designer/Production Artist, 1995 - 1999**

- I was mentored by MTV creatives in New York to brand and develop apparel, accessories and hardline products for MTV, VH1, Nick@Nite, Paramount Pictures and Star Trek.
- I designed exclusive apparel graphics and hardline products for Nickelodeon's satellite stores.

**My Client List:**

Chase Paymentech, USAA, Delta Tech-Ops, Express Jet, Freightliner, B.E. Smith, Clayton Homes, Bayer, Payless Shoes, Time Warner Cable, Ameriquest Mortgage, Southern California Edison, Hilton, Capital One, Pizza Hut, ALLTEL, Pete's Summer Brew, Newcastle, Acura, Pepsi, Frito-Lay, Nickelodeon, MTV

**SCHOOL FIRST / SOLDIER SECOND**

**Bachelor of Arts:**

California University of Pennsylvania and the Art Institute of Pittsburgh

**US Army National Guard:**

Honorable Discharge - Awarded a certificate of commendation for leadership

**WHAT I CAN DO**

Integrated Branding Campaigns • Digital Marketing • Product Packaging and Development • Environmental Graphics • Shopper and Retail Promotions • Outdoor Ads and Billboards • B2B and B2C Thinking • Idea Starter and Team Leader • HTML, XHTML and CSS