

Mike McNeal

Professional Portfolio: <https://www.mikemcnealart.com/>

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Creative, Strategic Design Content Director / Senior Level Creative / Over 10 years in Brand Marketing & Event Sales

I offer over 10 years working experience in the Design for Event Production Field with professional clientele at the highest level. This has been made possible from development of sales-driven design collateral, generating persuasive sales-assets. Effectively coordinating teams, resourcing and delegating responsibilities with success; I have design coordinated international teams, making any-scale marketing event possible. My experience is dynamic:

- Played key position in team leadership, concept-directing and dually lead-designing effective sales-driven content strategy content.
- Formed teams with sales-efficacy, injecting creativity and design expertise I played an integral role to company growth, working closely in cooperation ensuring conceptual and thematic narration was succinct, translated visually with acuity, often exceeding client expectations
 - Effectively added value in Marketing Sales Initiatives – able to successfully deliver, graphic content for competitive sales
- a) Added value making large-scale marketing events possible. Developing, with success, Creative Sales-Driven Collateral
- b) Project Managed Content Development Teams, winning sales achievements awards, team-leading with efficiency and impact

EXPERIENCE

Hello! Destination Management / Mears Transportation

Orlando, FL (Headquarters Office)

National Creative Mgmt Team, Lead-Designer & Art Director

In my position I was a Visual Content Producer, Project managing high-level, sales-driven collateral development & delivery. By applying cross-over work experience in production management & luxury market branding, this multi-dimensional role allowed me to be effective. Working tightly with the 10-regional offices, team leadership in the generation of delivery of sales creative collateral was efficiently improved.

Accomplishments:

- Exceeded sales expectations and growth of the department by effectively working directly with sales management staff.
- Expanded the creative capabilities of the brand, sharing design acuity proven to be highly-effective at the national sales level.
- Won achievement award for diligent, skillful design development & effective team leadership with Creative Catalyst Award 2018

[2016 – 2020]

Eleventh Street Workshop, LLC.

New York City, NY

Production Design Manager

Set Design & Custom Fabrication is primarily what 11th Street Workshop assigned the role I took on. The position came with added administrative requirements; which I met in this dynamic role, effectively production design managing for events.

Accomplishments:

- Took pay cut, recognizing the on-site training offered: Hands-on experience working intensely with skilled professionals
- Met responsibilities of effective team member supporting staff administrative on-boarding, versatile in providing assistance
- Won prominent clientele, resulting in significant revenue generation and company acumen in competitive New York market

EDUCATION

Bachelors Fine Arts

Parsons School of Design

New York City, NY

Major: Illustration & Digital Animation (Combined)

Graduated: 2004 *with Honors

SKILLS

Problem-solving, highly-creative, character, effectively experienced as design and creative-forward project lead, delivering quality product. Able to work skillfully under tight deadline, able to meet challenges by applying translation of concepts into visual language efficiently.

Knowledgeable of a wide array of computer software especially aimed at CAD (Computer-Aided Design) and Presentation Programs.

Adobe Creative Suite, SketchUp 2021, AutoCAD/AutoDesk, VectorWorks, - with output proficiency in web based interaction and print.

*References available upon request