

WILLIAM WIETING

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CREATIVE DIRECTOR

Creative Marketing Director and results-driven business development professional offering solid history of creating marketing objectives into successful creative strategies that effectively position and brand companies, products, and services. Career marked by completing 550+ finished client products in one year, building creative departments, and catering to wide range of industries including Fortune 500 companies. Experienced in managing full lifecycle of creative projects from concept to final production. Recognized for consistently producing desired results, creating compelling look and feel for brands, and maximizing organizational efficiency.

Core Competencies:

- Creative Project Management
- Layout / Creative Design
- Website Development
- Creative Strategy Development
- Viral Marketing Efforts
- Advertising / Marketing Collateral
- Creative Staff Management
- Marketing Tool Creation
- Client Interactions

Major Client List: Paramount, HBO, CBS, NBC, Warner Brothers, David Letterman, Bless this House, Dweebs, Country Music Awards, Bell Atlantic Yellow Pages, Panasonic, Marriott, Wendy's, Alpo Pet Food

PROFESSIONAL EXPERIENCE

CREATIVE MARKETING DIRECTOR

2007 – 2010

SELF EMPLOYED. PALM SPRINGS, CA

Working with a number of clients handling their marketing needs.

Notable Achievements:

- Launched Emii.net. (Emii is a singer song writer)
- Established MySpace, Twitter, Facebook, MobileStorm Email marketing, iLike, YouTube, Reverbanation, iTunes for Emii.
- Ran a number of viral campaigns driving traffic to YouTube, emii.net, Twitter and others. Established tracing for all.

DIRECTOR OF CREATIVE SERVICES & MARKETING

2006 – 2007

TRANSFORMATION VENTURES, INC. SANTA MONICA, CA

Partnered with Vice President to conceive, develop, and implement effective marketing initiatives. Interviewed, hired, and managed creative design staff.

Notable Achievements:

- Enabled author / owner to visualize current manuscript by creating and presenting book cover concepts to Vice President and owner.
- Promoted television show by producing and distributing *Second Chance* DVD to 5,000 people at "You Can Do It" motivational convention in Las Vegas.
- Sourced and currently manage web design company to revamp format, create new look, and establish new online presence for company.
- Created company awareness and drove traffic to website by leveraging nontraditional advertising source and creating YouTube.com videos.

CREATIVE DIRECTOR

2004 – 2006

GRANING, INC. PLAYA DEL REY, CA

Founded and managed all facets of home theater equipment sales company dba Prolightworks.com, and dba housecat products retail site for cat lovers, HouseCat.com. Managed vendor relationships with suppliers including Sony, Toshiba, Optima, Samsung, and Panasonic.

Notable Achievements:

- Generated \$1M in annual revenue with over 90% profit margin and 90% client retention rate through web-based marketing initiatives, exceptional service, and on-time deliveries that drove repeat business.
- Branded and positioned company by creating look and feel, as well as message for Graning, Inc. marketing firm, "Building brands with longevity and integrity."
- Developed and built company websites with banner ads and use of Google AdWords. Websites generated 35% of total sales revenue.
- Drove 600% increase in visitor traffic to HouseCat.com by producing 11 radio spots for website.

DIRECTOR OF CREATIVE SERVICES – CCCM**1998 – 2004****CLEAR CHANNEL COMMUNICATIONS / PREMIERE RADIO NETWORKS SHERMAN OAKS, CA**

Recruited to establish creative department and manage 550+ finished client projects per year. Recruited, trained, and hired team of four administrative and four creative staff, as well as up to ten freelance artists. Worked with traffic department to schedule production.

Notable Achievements:

- Grew sales from \$800K to \$1.5M in revenue within one year through customer referrals based on outstanding project delivery and excellent customer satisfaction.
- Partnered with Vice President to promote department's non traditional revenue for radio stations by creating and delivering PowerPoint presentations at industry conventions.
- Increased efficiency by 80% through implementation of project tracking and monitoring system.
- Controlled costs while maximizing company resources by hiring, training, developing, and promoting entry-level art directors.
- Produced Unocal 76 Traffic Guide that was recognized as outstanding creative piece unmatched in history of KISS radio station. Guide also created awareness of highway worksite safety throughout Los Angeles.
- Drove revenue for local advertisers while providing radio stations with paid advertising and nontraditional revenue source by leading development and production of The Football Guide, calendar, school book covers, and Golf Guide.

CREATIVE DIRECTOR / STUDIO HEAD**1997 – 1998****HAUSER DESIGN BEVERLY HILLS, CA**

Managed creative services and staff for firm providing movie producers with one sheets / movie posters. Selected and presented designs to clients. Hired and trained creative talent. Reported to studio owner.

Notable Achievements:

- Led creative staff to develop concepts and design layouts for movie posters within aggressive three-week schedules. Posters were used to promote films at Cannes Film Festival.
- Improved efficiency 95% by reorganizing entire file storage system.

FREELANCE ART DIRECTOR**1995 – 1997**

Contracted with multiple advertising firms and creative groups to provide creative services and expertise.

Notable Achievements:

- Recruited as one of lead creative members to create concepts for *Titanic's* one sheet and sell sheet for HBO specials.
- Contributed to successful creation of MCA / Universal Television's *New York Undercover* by collaborating with marketing director to create sell-in materials.
- Created TV Guide advertising for Warner Brothers' *Sister Sister*, *Pinky and the Brain*, *Wayans Bros.*, and *Parent'Hood*.
- Created ad materials in conjunction with creative director for Fattal & Collins' clients: CBS, David Letterman, Bless This House, Dweebs, Country Music Awards, Bonnie Hunt, Deadline for Murder, and multiple specials.
- Partnered with head of B.D. Fox & Friends, Inc. studio to create ad materials for NBC shows including *Caroline in the City*, *The Single Guy*, *The Home Court*, *Minor Adjustments*, *Pursuit of Happiness*, *Brotherly Love*, *JAG*, and special programming.

Additional experience as Art Director for Weightman Group Inc. and FCB/Lewis Gilman & Kynett, Inc.

- Led and executed creative efforts for ad/marketing campaigns for Fortune 500 clients including Alpo Pet Food, Scott Paper Products, Wendy's, Wampler Longaker, Bell Atlantic Yellow Pages, Panasonic, and Marriott.

EDUCATION

Associate Degree

Hussian School of Art • GPA: 3.8/4.0 • Philadelphia, PA

RECIPIENT, MYRA SHUMAN SCHOLARSHIP FOR ADVERTISING & DESIGN • AWARDED MOST PROGRESSED, JUNIOR YEAR

Night Concept Advertising Course

New York School of Visual Arts • New York, NY

COMPUTER APPLICATIONS

Proficiency: Adobe Illustrator, PhotoShop, InDesign, MS PowerPoint, Word, Excel, DreamWeaver
Working Knowledge: Flash and HTML