



Dale Atkinson

EXPERIENCE

All responsibilities associated with creative and art direction including, but not limited to:

- Directing individuals or teams of artists, video editors, web developers, etc.
- Ad campaign ideation
- Client pitches and presentations
- Developing logos, branding, and brand styleguides
- Illustration for final work, storyboarding, or comps
- Directing talent, stylists, photographers, and crew for photo shoots, video shoots, and audio recordings
- Design and layout of ads, collateral, emails, websites, packaging, displays, and trade show booths.
- Photography editing
- Copywriting and script writing
- Sourcing vendors, photographers, stylists, etc.
- Casting talent
- Website and email front-end design
- Social media strategy
- Press checks and production supervision

SEPTEMBER 20, 2021–PRESENT ASSOCIATE CREATIVE DIRECTOR • CARGO

Worked on a variety of international clients including Lenovo, Windows, LG Business Solutions, LG ESS, ClimeCo, Procter & Gamble, Atom Power, RBC Royal Bank of Canada, and Mercedes-Benz Vans Canada.

MARCH 14, 2011–SEPTEMBER 17, 2021 SENIOR ART DIRECTOR • CREATIVE ENERGY

Worked on a variety of national and regional clients including Coca-Cola, Texas Pete, Red Gold, House-Autry, Green Mountain Gringo, Johnsonville, TreeTop, Barter Theatre, Pal's Sudden Service, General Shale Brick, Jackson Warewashing, Microporous, Bonnell Aluminum, Beech Mountain, and FLAT Tech.

OCTOBER 18, 2002–MARCH 11, 2011 GRAPHIC DESIGNER • AUSTIN & COMPANY

Worked on a variety of local & regional clients. Performed layout of three different regularly published magazines, working with editors, reps, and printers to ensure that they were sent to press on time and error-free.

SOFTWARE SKILLS

Expert with Adobe Creative Suite including Photoshop, InDesign, Illustrator, and XD
Experience with video software Final Cut Pro, Adobe Animate, and Apple Motion
Experience with audio software Logic Pro X and other similar applications
Proficient with MS Office

EDUCATION

East Tennessee State University
B.F.A., Concentration in Graphic Design & Illustration, 2001

MORE

Gold and Silver International Telly Awards, 2023
Drum Award, B2B for Good, 2022
Graphis Silver Award Advertising Annual, 2020
Creative Energy awarded Ad Age Small Agency of the Year, Southeast Region, 2019
Multiple Regional Gold and Silver AAF Awards
Attended 2007 & 2008 HOW Design Conference
Co-created an original product with a client for which a U.S. patent was awarded
Served on multiple local AAF committees



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