

BLAKE

ABUNDANCE EXPERIENCE IN LOGO DESIGN, WEBSITES, BRANDING, PRINT & ADVERTISING.

Talents: Hitting the mark with clients, a master in all Adobe, speed, logo design, advertising, originality, predicting trends and marketing. Have produced design work for almost every industry.

Creative Director /Owner
Thinkingclear.com
1999 / Present

Creative direction, conceptual writing, client relations, hands on design and strategist for branding, web design & development and print. Key player in implementing clients' visions for all assignments. Strong client relations, managing all projects and teams for web, video graphics, live events, ad campaigns, proposal presentations and print. Responsible for on budget and on time deliverables, with continuous product and brand enhancement.

Brand development specialist. Client identity and product/service recognition is ThinkingClear's strength. Clear communications within the client's environment, to his/her audience/customers, is ThinkingClear's strategy.

Vice President
Vawter & Floyd Advertising
1993 / 1998

As head of creative, I managed up to 7 art directors, and created a reputation for the agency as having the hottest design team within the southeast. Provided design support for TV, print, web, radio, brand identity and proposals. Played a major role in all new business; joining presentations, managing clients and landing major accounts.

My initial focus was the forming of a management structure to meet demanding deadlines, implementing a streamlined billing system and developing a new corporate image. After restructuring, first year profits increased by 67%. Second and third years were very similar. My energy infused and motivated the company team.

As vice president, big picture planning led to big profits. My advice also dictated the direction of the agency and greatly influenced account executives' approach to current and new business, proposals, and Internet marketing. Crisis management became my specialty. Creative and marketing consulting for over 60 active clients included: ad campaigns, brand development, photography direction, brochures, logo design, animated web banners, new media, with direction on media placement and promotional events.

Founding Art Director
Contents Magazine
1992 / 1993

A visionary sought me out and invited me to join him to create a new "Hot" contemporary publication: a literature, music, arts "tabloid". My involvement was extensive: developing the owners' dream/vision, planning each issue, assisting in the formation of the company, motivating advertising executives and consulting in all business matters. The first issue was at press within two weeks of my hiring. I was soon involved with reviewing art & photography of artists across the country. My priority was design always fresh, always "cutting edge."

Contents became a national magazine within months, and it's first recognition was by Vanity Fair as "One of the six hottest, most innovative publications in the USA." Contents has also been featured in many other publications including Details, Communication Arts and Print.

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BLAKE ANDUJAR
3255 WEST BRITT DAVID RD
COLUMBUS, GA 31909
BLAKE-ANDUJAR.COM

706.570.6967
BLAKE@THINKINGCLEAR.COM
SEE LOGO PORTFOLIO HERE:
dribbble.com/blake-andujar

THINK BLAKE



Art Director

Garner & Reinsch
Advertising
1991-1992

Art direction for a regional agency handling national and local brands such as Westin Hotels, Strachan Shipping Company and Dixie Crystals Sugar. Responsibilities included design, production, and management of design department and interns. Projects included annual reports, advertising campaigns, brochures, identity and package design.

Art Director

RMG, Inc.
1987-1991

Design, production, team management and revenue generation for regional agency. Created employee campaigns, events and identity for MCC/Panasonic. Also was client liaison/Account Director for Panasonic for four years. Agency relied on my energy and client relation skills to manage clients and maintain a seamless communication flow from client to advertising. This agency was responsible for millions in advertising for many clients especially Club America Vacations and responsible for putting Peachtree City, GA on the map!

Art Director

Design Associates
1985-1988

Managed a crew of freelance artists, new business, and provided art direction for local design firm. Projects included annual reports, corporate brochures, direct mail, identity, billboard design, technical training manuals and publications. Clients: US Government, Lockheed Martin, small and large businesses.



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