

# Olaf Ebert

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## In a Nutshell

- ▶ Over 15 years of extensive experience in graphic design, branding, client relations
- ▶ Creative, personable, technologically savvy, business and results driven
- ▶ Produce and manage a wide variety of graphic products for web, print, mobile, email marketing, exhibition materials, advertising, packaging, presentations, signage, photography
- ▶ Consistently and efficiently meet deadlines and stay within or under set budgets
- ▶ Manage multiple projects simultaneously from strategy to concept to execution
- ▶ Native German with strong communication skills in German and English (written and spoken)

## Professional Experience

### Graphic Designer / Design Lead

**Red Letter Marketing** ▪ Greensboro, NC  
[redlettermarketing.com](http://redlettermarketing.com) ▪ (since 06/13)

- ▶ Concepting and creating branding materials for a wide range of agency clients: corporate identities, responsive websites, sales tools, presentations, UI/UX, digital illustrations, powerpoint presentations, and e-mail marketing
- ▶ Scoping projects and presenting design work to senior management and customers
- ▶ Guiding, training, art-directing the design team
- ▶ Drive, evaluate and establish design and creative processes within the organization

### Art Director / Sr. Graphic Designer

**Your Creative People** ▪ Greenville, SC  
[yourcreativepeople.com](http://yourcreativepeople.com) ▪ (10/08 – 04/13)

- ▶ Generated and approved design and brand communication of agency projects, including logos, identity systems, websites, e-mail and print marketing collaterals, presentation materials, event graphics, mobile apps, user interfaces, and identity guidelines

- ▶ Presented concepts and ideas to senior management and business owners
- ▶ Handled all printing related estimating and vendor relationships
- ▶ Wrote for e-mail marketing, case studies, web content and headlines
- ▶ Worked with in-house content management system, Backstage, to populate blogs and websites
- ▶ Trained and art directed junior designers and design interns
- ▶ Created project scopes and project briefs

### Lead Designer

**Gee Creative** ▪ Charleston, SC  
[geecreative.com](http://geecreative.com) ▪ (10/05 – 10/08)

- ▶ Generated concepts and created designs for print, web and video materials
- ▶ Performed press checks and provided technical support for computer infrastructure
- ▶ Directed photo shoots and managed photographers, models, and product shots

### Prepress Specialist / Designer

**Crowson Stone Printing** ▪ Columbia, SC  
[index.com/crowson/](http://index.com/crowson/) ▪ (04/02 – 09/05)

- ▶ Lead desktop in digital prepress department
- ▶ Assumed responsibility to integrate Heidelberg's *Prinect* prepress software
- ▶ Joined Heidelberg's R&D team for *Printready* prepress software in Kiel, Germany
- ▶ Managed prepress department on second shift, including plate making and creating proofs

## Education

### Masters of Business Administration (MBA)

**UNC Greensboro, Bryan School of Business and Economics** ▪ [uncg.edu](http://uncg.edu) ▪ (08/15 – 12/17)

- ▶ 3.8 GPA (on a 4.0 scale)
- ▶ Marketing concentration

### Bachelor of Science in Graphic Design

**Bob Jones Univ.** ▪ [bju.edu](http://bju.edu) ▪ (08/98 – 12/01)

- ▶ Minor in Organizational Communication
- ▶ 3.4 GPA (on a 4.0 scale)
- ▶ Design and marketing internship at Vantage Point