

michael mittelstaedt

949-463-6199 | mitt239@gmail.com | michaelmittelstaedt.com

An accomplished advertising professional with over 12 years of experience creating printed collateral and web-based marketing.

A detail-oriented thinker who tackles projects with a unique perspective and thrives on converting brand challenges into brand solutions.

I am seeking a position that will utilize my strong creative and strategic skills in one or more of the following areas:

DISCIPLINES

Marketing
Strategy

Advertising

Brand
Management

Art Direction

CAREER HIGHLIGHTS

Self

Freelance Art Director
January 2017 - Current

Game 1 Sports (G1) Rancho Cucamonga, California

Art Director/ Brand Manager
March 2012- January 2017

- **Brand Management and Implementation:** Developed logo and overall branding strategy; Responsible for all creative design and development of marketing materials for wood bats, baseball-related products, and the sports facility; Write copy and photograph products for all marketing platforms; Ensure messaging and images are consistent throughout all collateral, digital communication, and social media.
- **Website/Social Media Development:** Built website featuring e-commerce with G1 products and promotion of the facility; Maintain and update sites with relevant products and event information; Analyze data for optimal search engine presence; Acquired 1,000 Twitter and Instagram followers within the first year of business, and more than 6,500 followers to date.
- **Trade Show Marketing:** Design all collateral and signage for exhibits at baseball tournaments and camps; Coordinate product showcase to achieve the most visually appealing exhibit; Identify opportunities for promotion at large-scale events; Interact with on-site customers to sell product and build constituent database.
- **Event Promotion:** Coordinate pre-event promotion for baseball camps and other G1 sponsored events, including media advertising, email campaigns, and digital marketing; Create post-event surveys for participants and conduct in-depth reviews of results.
- **Purchasing:** Work directly with print vendors to generate estimates, negotiate pricing, and produce all marketing collateral/signage; Maintain relationships with a network of vendors in the greater Los Angeles area.

AWARDS

One Show
Gold Pencil

Clio Silver

Cannes Lion
Bronze

AICP Humor

The Bill
Bernbach
Award

New York
Festival
Grand Award

Silver Telly
Award

D&Ad
Global
Award

International
Andy Bronze
Award

The Don
Belding
Award

Addy
Award

Young Company Laguna Beach, California

Freelance Art Director
December 2011-August 2016

Art Director
January 2007-November 2010

- **Creative:** Meet with clients to ascertain their vision and determine a desired outcome; Strategize for achieving maximum return on investment with advertising and web communication; Create on-trend collateral and digital platforms, from concept to completion; Collaborate with project managers to gain new business for the agency.
- **Significant Accounts:** Samsung, Irvine Subaru, Mission/Bauer Hockey, Jorg Gray Watches, Eide Industries, CareerSmart, Actron, Calnetix, Commerce Energy, Gammlux, Pasternack, Weg Motors.

RAPP

El Segundo, California

Freelance Art Director
October 2011-December 2011

- **Digital Marketing:** Built creative concepts for email campaigns, interactive landing pages, and other web-based communication.
- **Significant Accounts:** Bank of America, Toyota.

Rauxa Direct

Costa Mesa, California

Freelance Art Director
July 2006-January 2007

- **Direct Marketing:** Designed direct mail pieces promoting mobile phones and television plans to consumers.
- **Significant Accounts:** Verizon Wireless, DirecTV.

DDB Los Angeles

Venice Beach, California

Art Director
June 2004-March 2006
Production Artist
June 2001-June 2004

- **Creative:** Partnered with a copywriter to present concepts to the overall strategic team; Designed print ads, direct mail, and billboard ads; Collaborated with creative team to create award-winning television spots.
- **Significant Accounts:** Ameriquest Mortgage, Southern California Edison, Wells Fargo, Sparkletts Water, Full Tilt Poker, Epson, Kia Motors, Infogrames.

EDUCATION AND AWARDS

- Brooks College, Long Beach:
Associate of Science Degree in Graphic Design June 2001