

John L. Walsh

P.O. Box 4641 • Springfield, Missouri 65808
Office: 417-887-7211 • Cell: 417-379-4843 • johnlwalsh@sbcglobal.net

Designer and Director of Consumer/Business to Business Direct Marketing: Mail, Print, Catalog, Television, Radio and E-Marketing

CREATIVE DIRECTOR

Accomplished marketing professional with solid brand/communication design experience. Substantial expertise with a wide variety of disciplines including direct marketing, brand strategy, corporate identity, print, website development, packaging, merchandising and collateral materials.

- Brand Strategy
- Brand Development
- Design Leadership
- Staff Management
- Contract Negotiation
- Integrated Campaigns
- E-Marketing
- Client Presentations
- Production Management

PROFESSIONAL EXPERIENCE

Director of Creative Services..... 2002 - 2004 SAM'S CLUB - Bentonville, Arkansas

- Developed, mentored and managed team of art directors, copywriters, and administrative staff: 7 direct reports and 10 indirect reports
- Directed all member acquisition and retention materials: mail, newsletters, catalogs, statements, inserts, television, print, POP and in-club signage
- Yearly volume consisting of 200 million mailings and 1.5 billion collateral pieces
- Collaborated directly with account managers, buyers and vendors to establish strategy, messaging, format, offer and needed outcome
- Led creative group in developing and executing materials that supported the marketing strategies and positioning of the Sam's Club brand
- Negotiated contracts and established schedules for outside design firms, external agencies, photographers and freelance support staff
- Implemented visual design language and brand standards to guarantee a strong, integrated global brand presence across all media platforms and in-club environments
- Managed department administration to ensure accurate budgeting, accounting and reporting
- Responsible for the monitoring and review of external service agencies: traffic, production, print buyers and fulfillment
- Instituted both strategy guidelines for account managers and traffic system for administration

Vice President, Creative Director 1996 - 2002 Northlich - Cincinnati, Ohio

- Built direct marketing creative department within established Cincinnati advertising agency
- Provided clear direction, education and motivation to creative staff while monitoring progress, facilitating team communication and evaluating work before presentations

- Provided needed direct marketing training to both clients and internal agency staff
- Managed integrated campaigns which included advertising, public relations and direct marketing to insure a cohesive brand presence across all touch points
- Worked closely with internal and client product development/marketing teams to develop go-to-market strategies for new and existing Procter & Gamble products
- Outstanding organizational and problem solving skills including project management, rigid adherence to deadlines, fulfilling client requests and allocation of budgets
- Client involvement including presentations, strategy, planning and focus groups

Senior Art Director 1988 - 1996
Atkinson Group - St. Louis, Missouri

- Designed all GM Master Card acquisition and retention direct mail for it's original launch
- Concept and development of brochures, inserts and direct mail for various financial clients
- Actively involved in traffic, final art, production estimates, printing and internal quality control processes

Graphic Designer..... 1987 - 1988
Imprimatur - St. Louis, Missouri

CLIENTS

- | | | |
|----------------------|------------------------|---------------------|
| • Anheuser Busch | • Fidelity Investments | • Procter & Gamble |
| • Choice Care | • General American | • Ralston Purina |
| • Cincinnati Bell | • General Motors | • Sam's Club |
| • Cintas Uniforms | • Mallinckrodt Medical | • Southwestern Bell |
| • Eukanuba Dog Foods | • Mercantile Bank | |

ADDITIONAL EXPERIENCE

President – Principal 2006 - Present
Walsh Properties, L.L.C. - Springfield, Missouri
 • Purchasing, renovation and selling of investment properties

Midwest Region Sales Representative 2004 - 2006
Gift Box Corporation of America - Overland Park, Kansas
 • Provide custom wholesale boxes, tissue, ribbon, gift-wrap and merchandise bags to specialty gift shops, boutiques and corporate clients
 • Managed Gift Box Corp. showroom within the Kansas City Gift Mart

Freelance Illustrator..... 1985 - 1987
Self-Employed - St. Louis, Missouri
 • Storyboards, animatics, cartoons and illustrations for various St. Louis advertising agencies

EDUCATION

Spring Hill College • Mobile Alabama • B.A. Fine Arts • Graduated 1984

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DIRECT MARKETING AWARDS

Apex

2001 Award of Excellence (Direct Mail / B-to-B) Olay Tri-Product
2001 Award of Achievement (Direct Mail / B-to-B) Olay Total Effects
2001 Award of Excellence (Direct Mail / B-to-B) Iams Eukanuba
2001 Award of Excellence (Direct Mail / B-to-B) Head & Shoulders
2000 First Place (Direct T.V. / Consumer) We Know Kids - Aviron/FluMist
1999 First Place (Direct Mail / B-to-B) Cintas Uniforms
1999 Award of Excellence (Direct Mail / Consumer) P&G Asacol Patient Program web site
1999 Award of Excellence (Direct Mail / Consumer) Cincinnati Bell Wireless Launch
1998 First Place (Direct Mail / B-to-B) Folgers Coffee
1997 First Place (Direct T.V. / Consumer) LCA Laser Vision Centers

John Caples International

1999 (Direct Mail Dimensional) Cintas "Team 2002"
1999 (Electronic Interactive) P&G Asacol

Arrow

1995 First Place (Direct Mail / Consumer) The GM Card Branson Promotion
1993 First Place (Direct Mail / Consumer) The GM Card Launch
1992 Third Place (Direct Mail / Consumer) Southwestern Bell Call Home Select Card
1992 Second Place (Space Advertising / Consumer) Colonial National Bank Olympic Ads

Potlatch Paper

1994 Award of Excellence (You're In The Driver's Seat) General American