



jackcave

“ If it doesn't work it's not good design: no matter how clever, how appealing or how novel. Creativity is the application of original thought to develop effective business solutions.”

Business Ethos – jackcave

Currently looking for a new and challenging position in a forward thinking, fast-paced organization with a leading position in the market.

“Provide me with the goal, I will provide the solution!”

Personal Profile Summary:

Talented and professional Creative Director with a proven track record in creative marketing and an excellent professional reputation gained over eighteen years in industry.

Background in Tabletop, Licensed Consumer Products and the Greeting Card Industry, for international industry leaders - Zak Designs Inc and Hallmark Cards Inc.

A successful career in leading business strategies with passion, enthusiasm and commitment. Broad experience in delivering the requisite level of creative output to source product from the domestic sector to the Far East which results in delivering product that exceeds customer expectations.

Experienced in managing teams of designers and creative marketers with a dynamic and motivational style.

The ability to successfully commission and manage all complex levels of support required for every aspect of a global marketing and international trade show program, from initial design through planning to completion.



Personal Details:

Name: Jack Cave

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Web Site: www.jackcave.com

Education: Kansas City Art Institute, Kansas City, Missouri.

Digital: Freehand, Adobe Illustrator,
In design, Photoshop and Microsoft Word.

Employment Profile:

2001 – 2005 Director of Creative Marketing
Zak Designs Inc.
Spokane, Washington

Managed a team of creative professionals in a trend-focused, fast-paced manufacturing and design business. Responsible for the creative brand strategy and implementation of this strategy nationally and internationally, while managing an annual budget in excess of \$700,000.

Key Achievements:

Created a more contemporary, trend-focused image for Zak Designs Inc. The fresh, exciting and innovative brand identity gained a new appeal and captured new high-level national clientele such as: Crate & Barrel, May Corporation, Pier 1, Tupperware, Lands End, Urban Outfitters, and Target. Internationally, Zak Designs Inc. attracted new clients including -The Conran Shop, Selfridges, Designers Guild and Galleries Lafayette.

As a direct result of a new and revitalized image and the creation of a unique global brand, Zak Designs Inc. experienced sales increase of 38.3% from 2001 to 2004. The creative brand strategy translated into a increase in volume over this period; specifically a 24% increase in gross sales in the year from 2003 to 2004.

Successful creation and development of corporate identity and sub-brand identities. This included the development of creative brand strategies for all sub-brands in both the Children's Consumer Product Division and the adult Tabletop Division. Including the introduction of brand style guides, specific market-focused advertising campaigns and introduction of a more accessible and interactive web site.

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Created networks with internationally acclaimed vendors, designers, illustrators and licensors. Developed a dialogue that became a highly successful fusion of trend-focused creativity and marketable product designs.

Designed the new 3500 square foot flagship New York showroom that successfully translates into the concept for the Zak Designs Inc. global brand experience.

"The very essence of leadership is that you have to have a vision."

Theodore Hesburgh

1987 – 2001 Graphic Design & Creative Marketing Strategist
Hallmark Cards Inc.
Kansas City, Missouri.

Reported to the Creative Marketing Director and was responsible for the creation of all trade show projects and the management of the design teams. Responsible for the monitoring and reporting of the related annual operating budget.

Key Achievements:

Successful development of graphic concepts and innovative exhibit designs that translated into cost effective solutions for trade shows and special events.

Introduced the concept of having leading Hallmark artists and writers work in the trade show booths. The opportunity to see the creative process in action not only generated excitement for the buyer but translated directly into additional sales.

Defined and delivered merchandising solutions for all domestic and international trade shows; many of which developed into the merchandising strategy for end of aisle, plan-o-gram and outposts for key clients such as, Target, Wal-Mart and Kroger etc.

Designed and created all marketing and sales collateral for the Party Express Division at Hallmark Cards Inc..

