



T O M K N I G H T

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Creative Director | Strategic Thinker | Art Director | Designer | Creative Counselor

Goal oriented, award winning Creative Director driven by informed strategic thinking, inspired by design, and well-versed in digital and traditional integrated marketing solutions.

Brands are built through consistent experiences that instill trust and engage the hearts and minds of their consumers.

March, 2005 - November, 2016

CREATIVE DIRECTOR EPSILON, West Chicago, Illinois

Responsible for communication and design of digital and direct marketing for FedEx. Specifically defining and launching the My FedEx Rewards loyalty program via EM, DM and Web content. Overseeing creation of FedEx Updates, a monthly e-newsletter featuring nurturing content and promotions to existing customers in 8 segments and overseeing creative EM, DM and Web content promoting the services of FedEx Canada. In addition, my tenure at Epsilon included working on Digital and Direct Marketing for accounts including: Discover Card, Citi Fuel Cards and Sears Craftsman Club. I've also directed and designed Experiential Mobile Marketing Tours, Interactive Experiences and Retail Videos for clients including; Grey Goose, Qwest Communications, AT&T, USAA and State Farm.

November, 2002 - March, 2005

FREELANCE ART DIRECTOR

THE MARKETING STORE, Oakbrook Terrace, Illinois

Designed McDonald's Music Promotions for National and International Markets. Worked on repositioning ConAgra's Healthy Choice and Chef Boyardee Brands.

EURO RSCG 4D, Chicago, Illinois

Designed Affinity DM for Citi, Home Depot, Mastercard, US Bank, Harley Davidson.

WUNDERMAN, Chicago, Illinois

Designed Promotional Materials for Brand/Product launch of Microsoft Media and Entertainment Software Suite.

YOUNG & RUBICAM, Irvine, California

Requested by client to ease transition to the new agency.

Rebranding, Brand Exploration and Broadcast Advertising for Mattel; Hot Wheels, Matchbox and Tyco R/C brands.

July, 1999 - October, 2002

ASSOCIATE CREATIVE DIRECTOR

FCB WORLDWIDE, Los Angeles, California

Brand Exploration, Broadcast and Print Advertising for accounts including: Mattel; Hot Wheels, Matchbox, Tyco R/C Sunkist: Fresh Fruit

October, 1997 - May, 1999

SENIOR ART DIRECTOR

KIRWIN COMMUNICATIONS, Park City, Utah

Branding, Consumer Print and Online Advertising for Sporting Goods accounts including:

Bidland.com Prijon Kayaks
Gramicci Clothing Rossignol
GreatOutdoors.com Superfeet

February, 1995 - August, 1997

SENIOR ART DIRECTOR

RHEA & KAISER MARKETING COMMUNICATIONS, Naperville, Illinois

Brand Positioning, Consumer and Business-to-Business; Print and Direct Response Advertising, Product Literature and Packaging for accounts including:

Case IH Northern Illinois Gas
Motorola Rhone-Poulenc

January, 1994 - February, 1995

ART DIRECTOR

LKH&S ADVERTISING, Chicago, Illinois

Brand Positioning, Broadcast, Consumer and Business-to-Business; Print and Direct Response Advertising and Product Literature for accounts including:

Navistar Pioneer Hi Bred
OMC Johnson & Evinrude The Signature Group

August, 1989 - January, 1994

ART DIRECTOR

JACK LEVY ASSOCIATES, Chicago, Illinois

Broadcast, Consumer Print, Business-to-Business and Direct Response Advertising, Brand Positioning, Literature and Packaging on accounts including:

American Medical Association Mitsubishi Electronics
Cole Taylor Bank On-Cor Frozen Foods
Deans Foods Pizza Hut
Hyatt Regency Suites Shure Electronics

SOFTWARE EDUCATION

Adobe Creative Suite; InDesign, Illustrator, Photoshop, Acrobat, Microsoft Powerpoint
BA: Graphic Design, Eastern Illinois University