
OVERVIEW

Career Experience

- 12 years of agency experience
- 10 years of information architecture, wireframing and website design experience
- 8 years of print and identity design experience
- 7 years of design team management
- 4 years of senior management team and agency management experience
- 3 years of content delivery team management
- Strong fiscal responsibility on projects and annual goals
- Client representation in over 37 states and 5 countries

Career Accomplishments

- Helped start an agency that has grown to 13 employees
- Promoted to senior management team in 2008
- Garnered awards for my clients each consecutive year since 2006
- Led the creation and execution of 3 real estate campaigns and websites that helped sell over \$40 million of resort properties in a recessed market—all done on a budget of less than 15% from previous years
- Excellent employee retention—only 2 staff have left my team on their own accord in the past 10 years

POSITIONS HELD

Atlas Advertising | Interactive Director | October 2010 - current

Atlas Advertising is an agency that focuses on websites, branding, marketing campaigns and online GIS web applications in the "place marketing" field. I am responsible for the management, quality and revenue output of all creative and technology work exiting the agency.

- Promoted to director of creative and technology teams in the fall of 2010
- Responsible for over \$750,000 in revenue for my teams
- Manage and mentor a staff of 4 designers and developers, plus contractors
- Manage all vendor relationships related to design and technology
- Lead all content development, including search engine optimization, content outlining and strategy
- Lead all website design, information architecture and print campaign development
- Completed large-scale agency process overhaul project, reducing client support requests by more than 50%
- Participated in annual agency goal planning and management to achieve 44% gross profit in 2011
- Led the UX overhaul of 2 GIS-based web applications, resulting in higher sales for those products

Atlas Advertising | Creative Director | March 2009 - October 2010

I was responsible for the lead development and quality of all creative work exiting the agency, for the management and mentoring of design and content writing staff and for the output and billability of the creative team.

- Promoted to Creative Director
- Responsible for \$500,000 in revenue for the creative team
- Participated in annual agency goal planning and management to achieve 42% gross profit in 2010
- Managed and mentored a staff of 3, plus contractors
- Responsible for quality assurance on all interactive work exiting agency
- Managed all vendor relationships related to design
- Led all website design, information architecture and print campaign development

Atlas Advertising | Senior Art Director | January 2007 - February 2009

I was the lead designer on all print, web, and campaign development projects and was responsible for the management and mentoring of the design team.

- Earned a seat on the senior management team
- Managed and mentored a team of 3, plus contractors
- Managed all vendor relationships related to design
- Led all website design, information architecture and print campaign development

Royal Magnet | Freelance Art Director | January 2006 - January 2009

Royal Magnet is a boutique web design firm in Seattle, WA that specializes in the music industry. I assisted the Creative Director in pitching new work and designing concepts for new clients. Clients included M. Ward, The Shins, Conor Oberst, Beth Orton, Presidents of the United States of America, Interpol, Nada Surf, Spoon and Rilo Kiley.

- Designed websites in a fast-paced, high-pressure creative environment
- Assisted with all information architecture

cclIntellect | Art Director | January 2005 - December 2006

cclIntellect was a marketing agency specializing in research-based design and branding practices. I was the lead designer on all print and website work.

- Led all website design and information architecture
- Managed and mentored a team of 3, plus contractors
- Managed all vendor print, research and freelance relationships
- Responsible for managing team with 82% billability

cclIntellect | Graphic Designer | October 2001 - December 2004

I was the lead designer on all print and website work.

- Assisted CEO of new agency with planning, new business development, operations and pitches
- Responsible for the creation of information architecture strategies
- Responsible for design and development of all websites, event materials, brochures and paper systems

Tesser | Brand Analyst | April 2000 - September 2001

Based in San Francisco, Tesser is an interactive and integrated brand strategy agency with strong experience in retail, fast casual restaurants and start-ups. Clients included Musco Olives, Freeskier Magazine, Einstein Noah's Bagels and Kelty.

- Performed competitive market research, positioning and brand analysis for clients
- Assisted Senior Information Architect with interaction modeling, site map design and production
- Completed content, functionality and architecture analysis for client websites
- Assisted Vice President of Strategy with initial client investigation, client presentations and project management
- Assisted web development team with quality assurance process on all launches

EDUCATION

Undergraduate

Colorado State University | BA Economics | 1999

Continuing

Rocky Mountain College of Art & Design | 2002

Art Institute of Colorado | 2002

SOFTWARE SKILLS

Design, Video and Information Architecture

Adobe Creative Suite - Photoshop, InDesign, Illustrator

Final Cut

OmniGraffle, Visio

Other

Microsoft Word, PowerPoint, Excel

**PETER
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