

James Pharaon

201 E. Stone St. • Brenham, TX 77833 • 713-870-4563 • james@jamespharaon.com

Objective

To always do work of which I can be proud; to look at each project with fresh eyes to find the most appropriate solution; to constantly learn; to work with people who appreciate true creativity in an environment that fosters it; to effectively communicate.

Skills

Advertising and Marketing Strategies; Art Direction; Graphic Design; Brand Management; Television and Radio Production; Video Animation; Web Design; Copywriting

Experience

Graphic Designer / Production Coordinator (6/2005 – Present)

Germania Insurance

The largest Farm Mutual Insurance company in Texas with thousands of agents and more than 400 locations throughout Texas

- Successfully branded Germania as “The Insurance Texans Trust,” contributing to a 12% increase in policies over a two-year period
- Implemented, then managed Print Direct program with vendor to offer the most current Germania marketing collateral materials such as brochures, postcards and point-of-purchase items to agents
- Proposed, then coordinated the implementation of Germania AdSource website to consolidate advertising and offer materials such as newspaper and magazine ads, outdoor, corporate logos, radio ads, graphic standards and stock photography to agents for download
- Coordinated and expanded Germania agent sign program; negotiated reduced cost per square-foot to offer custom sized Germania-branded signs to agents
- Assisted in planning, coordination and implementation of Germania Annual Agents Conference
- Designed annual reports, brochures and annual strategic guides for corporate use
- Managed printing budget and production costs; negotiated pricing resulting in reduced costs and increase in quality of marketing materials
- Secured registered trademarks for advertising slogans and logos
- Secured corporate licenses of selected typefaces for company-wide use
- Proposed, then implemented advertising campaigns for corporate and agent advertising targeting specific market segments
- Photography for advertising, annual reports and corporate use
- Prepared new corporate logo in an assortment of sizes and file formats for distribution to agents, vendors and corporate departments; coordinated production and delivery of logo discs
- Organized existing stock photography; created digital library with embedded keywords for easier search
- Researched and proposed lower-cost stock photography and illustration options resulting in imagery purchased on a per-piece basis that perfectly fit graphic needs rather than purchasing images on disc in bulk
- Worked with various departments to ensure a consistent marketing message
- Assisted and consulted with agents on their advertising needs
- Redesigned badging on Germania’s Mobile Catastrophe Unit and vehicle fleet to synchronize with Germania branding strategy
- Designed print ads, billboards, fliers, invitations, postcards, posters, trade show display units, marketing kits, point-of-purchase and other items as needed

Independent Contractor / Freelance Art Director (12/2000 – 6/2005)

James Pharaon Creative

Retained by a diverse client base to conceptualize, coordinate, create, and execute marketing strategies, advertising campaigns, and graphic design projects. Worked closely with senior executives to appraise needs and target advertising toward specific company goals

Sample Clients and Results:

- **Goodson Auto Group** – Animated corporate mascot, “Dick Cricket,” for television advertising. Retained to develop and administer web sites for four dealer locations using Cobalt web system; coordinated with Internet Managers to create and update weekly web specials. Produced daily newspaper advertising designed to maximize page presence and readability resulting in higher sales. Designed various outdoor, point-of-purchase, and print advertising for multiple locations. Assisted in production of television advertising.

- **Miresco Decorative Rugs** – Hired initially for creation product brochures, later hired on temporary contract basis to fill in for Advertising Manager while she was on a three-month maternity leave. Responsibilities included planning and recommending advertising strategies, buying and placement of media, and creation of all advertising. Based on client's satisfaction with work, retained indefinitely after co-worker's return. Also created digital archive of product art and organized previous ads to enhance ease of use.
- **DeMolay International** – Contracted initially to create a logo for membership programs. Client's satisfaction led to extended contract redesigning and layout of quarterly international news magazine for members. Selected to design permanent exhibition board on display at the Washington Monument in Washington, D.C.
- **Sam Houston State University** – Hired by multiple departments to create illustrations and logos for campus events and programs. Coordinated with department leaders to produce end-of-year video projects for Sammy Awards program. Edited submission videos for cheerleaders and mascots resulting in squads qualifying to compete at National competition seven times.

Art Director (03/1999 - 11/2000)

Moffett Productions, Inc.

A radio and television production studio in north Houston specializing in, but not limited to, auto dealers and retail clients across the United States

- Created all graphics, special effects, and animation for hundreds of clients' television commercials resulting in client satisfaction and increase in repeat business
- Developed new themes and concepts for automotive, retail, and entertainment advertising designed to take advantage of current trends and enhance facility's stock production library
- Collaborated closely with the Creative Director and Editor to achieve desired goals in clients' advertising concepts
- Redesigned and maintained graphics image package for "At Home & in the Garden With Ben Oldag" for PAX TV resulting in a more organic and friendly feel
- Researched and advised President and Creative Director of updated software, trends, hardware, and related products to enhance production; attended training sessions, trade shows and conferences in order to facilitate proposals
- Directed video shoots and commercials; coordinated editing, video and animation for seamless integration into spots
- Wrote television and radio scripts for a variety of clients; created storyboards

Production Manager (01/1998 - 03/1999)

Love Advertising

A retail-oriented advertising agency in Houston whose clients included Gallery Furniture, Popeye's Chicken, Auto Insurance Discounters, Houston Auto Dealers Association and Smoothie King

- Assisted Creative Director with conceptualization and production of all print, outdoor, and video projects; assumed primary creative role following Creative Director's departure
- Coordinated details relating to television shoots and audio recording sessions
- Assisted in all aspects of television commercial production and editing for agency clients
- Created business-to-business and business-to-consumer print advertising for client businesses resulting in increased agency business and higher client sales
- Designed packaging and logo for DSI Toys' "Sweet Faith" doll, which was sold exclusively at Wal-Mart stores nationwide
- Created storyboards for client approval and television pre-production

Education

Sam Houston State University

Bachelor of Science in Journalism – Advertising; Graphic Design Minor

Portfolio

Available at www.JamesPharaon.com/portfolio.html