

# WADE PALMER

## CREATIVE DIRECTOR

An award-winning creative leader & professional with many years experience in the branding, advertising, interactive, direct-sales and graphic design industries. I understand the difference between strategy (the "why") & tactics (the "how").

### ACCOMPLISHMENTS

I build brands. As the Creative Director for nearly 8 years at 4Life, I helped build the branding and advertising campaigns from less than \$50M/year (2006) in sales to well over \$350M/year (2014).

Led editorial design and management of a national women's magazine. Gave it a "national" look while building a creative team to handle design and production in-house. Art directed national photoshoots in New York and Los Angeles (Hollywood), commissioned illustration, oversaw design layout and represented design staff in editorial management meetings. The magazine grew from #3 in the industry to the #1 monthly pregnancy magazine in America, with a circulation of over 400,000.

Was the Art Director of an initially small publishing company that grew from less than \$1M to more than \$8M in annual billings over 6 years.

Branded and launched a marketing campaign for RunGr8, a new specialty running store in Riverton, Utah. RunGr8 sold 10,000+ pairs of running shoes its first year. Target market brand awareness increased from 0 to over 50,000 runners state-wide within one year.

Streamlined the internal project request system for 4Life resulting in 100% more efficient creative execution and turnaround by my team.

Used strategic concept development, HTML, CSS, and javascript skills to design and develop a successful website and marketing campaign for *The Mariposa Group* which doubled their client base within 6 months.

Developed a website for a real estate developer that helped sell over half the planned condo space (\$2.5M worth) before he even broke ground.

Designed a collateral campaign for the Salt Lake City and Ogden City Economic Development Departments which helped triple the amount of new businesses moving into their respective cities.

Owned and managed a full-service design firm focusing on "Design that Sells". Web, Print, Packaging, Advertising and Corporate Identity.

Built and managed three successful creative teams for various companies.

### EXPERIENCE

Sr Digital Designer/Lead Creative Director	LDS Church - Visual Communication <i>4Life</i>	2014 – Current 2007 – 2014
Owner/Creative Director	<i>Persudio Design</i>	2005 – 2007
Creative Director	<i>Majestic Media; ePregnancy magazine</i>	2003 – 2005
Art Director	<i>Mall Marketing Media, Inc.</i>	1997 – 2003
Junior Art Dir./Designer	<i>Penna Powers Cutting &amp; Haynes</i>	1996 – 1997

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🔗 www.linkedin.com/in/wadepalmer1

### EDUCATION

Bachelor of Fine Arts - Graphic Design  
Brigham Young University

### WEB DESIGN + CODE SAMPLES

www.peaklandscapes.net  
www.rungr8.com  
www.themariposagroup.net  
www.persudiodesign.com

### HONORS/AWARDS

- **Best in Show** - Digital Media. Direct Selling Association.
- Three entries accepted into the book "**Creative Low-Budget Publication Design**"
- Three **Citations of Excellence** - Utah Advertising Federation
- Two **Awards of Excellence** - SLC AIGA 100 Show
- Two **ADDY awards** - Utah Advertising Federation
- Inclusion in **Print Magazine Regional Design Annual**
- **National winner** - Wolf Trap Poster Design
- **3rd Place** - National Pepsi Design Contest

### SKILLS

- Adobe Creative Suite
- HTML & CSS
- Basic knowledge and use of Javascript, JQuery & PHP.
- Microsoft Office
- Adobe Keynote
- Both PC & Mac proficient.
- Well-versed in social media channels

### FOREIGN LANGUAGE

Spanish. Fluent.  
Two years in voluntary religious service - Rosario, Argentina.