

# Vortex Advertising & Design Group

MIKEY GUDIKUNST

Arizona, USA

[Mikey@VortexAdGrp.com](mailto:Mikey@VortexAdGrp.com)

954.288.1227 mobile

As an accomplished Creative/Marketing professional, I have improved the image and visibility of companies in a variety of industries by creating innovative marketing materials, digital/print advertising campaigns, product packaging and Brand Identity. Additionally, I understand that there is a balance between artistry and practicality, and that the most effective designs are both appealing and concise.

A proven track record of meeting the most demanding deadlines, communicating effectively with cross-functional teams, and leading by example. My past experience and solid education have given me many opportunities to hone my talents, and I feel strongly that my unique background and creative skills will bring immediate benefits to your company.

#### Skills:

- Excellent leadership, craftsmanship & presentation skills
- 18+ years Management skills – A strong team player.
- Detail oriented and quality driven in all forms of print, package design, & digital media design
- Extensive knowledge of color, paper stock & printing process
- High proficiency In Adobe Creative Suite CS6
- A skilled communicator, relationship builder and collaborative business partner proficient at the execution of creative strategies resulting in sales and increased market growth.

Experience

Creative Marketing Director

Prescott, AZ  
Jan 2008 - Present

## Vortex Ad Group

Development of region, market-specific communication and promotional initiatives; diversity targets, cross functional media, direct mail, web development, online sales, advertising campaigns, package design, apparel Design and print management.

Specializing in Sports Nutrition Advertising, Branding and Packaging "Label" Design.

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Global Art Director

North Las Vegas, NV  
Jan 2007 - Jan 2008

## Diamond Resorts

Helped transform the creative department into a more efficient, well-organized machine. Rebranded the company by successfully merging the two companies as one brand. Added leadership to the creative department and solid communication across all departments. Implemented a new department structure, which allowed efficient job flow. Managed design resources (hire/fire vendors, Designers, and freelancers through various channels)

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Creative Director

Las Vegas, NV  
May 2005 - Jan 2007

## Xyience, Inc

Provided planning, leadership and start-to-finish coordination of all creative projects, including print, packaging, promotion, point-of-purchase, sales collateral, apparel, web, video and trade show presentation for a extreme sports and nutrition company (sponsor of UFC). Developed the brand aesthetic as upscale and aspirational from an undefined market position. Helped to expand the brand into e-commerce, international, and high-end retail channels.

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Senior Designer/Art Director

Fort Lauderdale, FL & Philadelphia  
Mar 2004 - May 2005

## Freelance

Created stellar contract work for well-recongized national brands at various ad agencies (Kramer & Kramer, Zimmerman Advertising, D4 Creative, The DeLeon Group, The Creative Group & I creative)

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Art Director/Senior Designer

Boca Raton, Florida  
Jul 1999 - Mar 2004

## Rexall Sundown/Royal Numico

Provided planning, leadership and start-to-finish coordination of all creative projects, including print, packaging, promotion, point-of-purchase, sales collateral and trade show presentation, for a pharmaceuticals company with \$750 million in annual sale. Supported the creative advertising and marketing initiatives of five corporate divisions: Rexall Corporation, Sundown Vitamins, Met-Rx, Worldwide Sports Nutrition, and Richardson Labs.

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Graphic Designer & Manager

Fort Lauderdale, FL  
Oct 1997 - Jul 1999

## Apropos Art Gallery & Editions

Developed all creative materials for the gallery and production company. Implemented a production schedule and management of all limited editions that were printed in-house on our Giclée Printer.

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### Education

AA in Visual Communications

Fort Lauderdale  
Oct 1996 - Oct 1997

## Art Institute of Fort Lauderdale

Stepping stone to my career in Graphic Design.

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### New section

# United Studios of Self Defense

Shodan Black Belt in Shaolin Kempo

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