

David W. Morrell

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Profile

Communications and design professional with expertise in marketing, management, and graphic design. Skilled in the full, life-cycle creation and implementation of branding strategies for domestic and international organizations. An analytical and creative problem-solver with an ability to manage multiple projects and deliver results quickly. Innovative mindset focused on consistency and efficiency. Exceptional written and verbal communication skills.

- ***Business/Marketing Communications Strategy***
- ***Branding/Rebranding***
- ***Custom Illustration***
- ***Project Management***
- ***Budget Management***
- ***Business Process Design and Improvement***

Experience

1994 to
Present

Quality Health Strategies, Inc.

Easton, MD

Senior Creative Designer /Corporate Communications and Publications Manager

- Created the identities, graphics and branding strategies for five companies including logos, corporate communications tools, websites, annual reports, and project graphics. Rebranded the identity of the original company and worked with board members and senior management to develop new brands and corporate identities as the other companies were created. Researched ideas, conducted focus group studies, and spent approximately four to six months per branding effort.
- Designed and developed electronic and print media communications strategies and campaigns for five companies, 30 lines of business, and as many as 90 products. Created and implemented a cohesive marketing approach for annual conferences involving as many as 10,000 attendees, regional collaborative events involving as many as 250 attendees, and corporate meetings.
- Managed a redesign for five corporate websites. Coordinated efforts of a 28-person team comprised of in-house and outside vendor personnel. Compiled information and synthesized content into a web-friendly dialog. Directed the development of the graphic look and feel of the website.
- Served as a member of the business development team and provided design and production support for approximately \$20 Million in proposal responses annually. Created information graphics, formatted documents for layout, contributed content, and edited final products. Developed a consistent look and feel to the company's numerous proposal responses to potential clients.
- Coordinated the development of all print production, collateral materials, photography, and other support services needed for trade shows, corporate functions, and campaigns. Developed concepts, conducted research, reviewed proposals, selected vendors, and managed client relationships.
- Designed, developed, and edited numerous press releases; internal and external communications; guidebooks; and manuals that provided industry and corporate information to approximately 450 employees nationwide. Photographed events and associates in both formal and candid environments for use in publications and websites.
- Functioned as single source for in-house graphic design and marketing communications strategy and development from concept to completion.

Continued

1992 to Present **Morrell Design and Illustration**
Easton, MD

Freelance Designer, Illustrator and Consultant

- Provided graphic design, illustration, and marketing communications services to domestic and international non-profit and for-profit clients. Portfolio of clients included healthcare, real estate, agriculture, hospitality, financial services, gaming, sports, music, and literary industries.
- Developed new corporate identities; rebranded and revitalized existing identities; and supported existing brands. Designed collateral materials, signage, and websites.
- Created custom illustrations for private and commercial projects including the Boys Town Christmas fund raising direct mail campaign.

1994 to 1996 **Chesapeake College**
Wye Mills, MD

Adjunct Faculty

- Provided credit-earning classroom instruction in presentation graphics and public speaking techniques.

1993 to 1994 **Easton Design and Advertising**
Easton, MD

Partner / Creative Director

- Developed creative strategies for start-up and established corporations. Managed client budgets for advertising and promotional materials.

Education

Wilmington University
Wilmington, DE
MS, Management

Mount Saint Mary's University
Emmitsburg, MD
BS, Business and Finance
Minor in Art/Art History

Affiliations/Associations

National Association of Photoshop Professionals (NAPP), *Member*
Association of Proposal Management Professionals (SPMP), *Member*

Technical Skills

MS Office, Adobe Creative Suite, HTML, CSS, Adobe Premier

Design Samples

Available at www.davedrawsitall.com

References

Available Upon Request