



Shawn Kraemer
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EDUCATION: Bachelor of Arts, Graphic Design
Western Connecticut State University, Danbury, Connecticut, 2001

WORK EXPERIENCE: 2001 – Present
TracyLocke – Wilton, CT

Senior Art Director, Brand Sports, 2006 – Present
Provide creative ownership of national sports accounts and client relationships; Manage team workflow and mentor junior art directors; Concept and execute new campaigns across multiple platforms and media; Contract photographers, illustrators and writers specific to sports programs

Art Director, Pepsi Sports Team 2004 – 2006
Art directed and designed advertising, promotions and branding for Pepsi and Mountain Dew Racing properties; Facilitated workflow between project managers, account executives and production studio; Consistently created new ideas, brand activation strategies and designs across all brands

Associate Art Director, Customer Marketing, 2001 – 2004
Customized national campaigns for retail advertising and promotions; Developed concepts and designs according to client brief and requirements; Actively contributed to new business pitches and agency team support

2000 – 2001
InstiPro Inc. – New York, NY
Designer/Junior Developer
Assisted in design and developed web applications using html, css, dhtml, and javascript as part of front-end web development team

TECHNICAL SKILLS: Photoshop, Illustrator, InDesign, Image Ready, QuarkXpress, Smultron HTML Edit, Microsoft Applications

RECOGNITION: Dean's List: Fall 1998, Spring 1999, & Spring 2000
Recipient of the Anne Sippi Connor Trust Fund Award

References Available Upon Request...