

Eric Gwatney

727.667.6755 | eric@gwatdesigns.com | gwatdesigns.com

Art Director

INTRODUCTION:

A modern renaissance man. From graphic design to sales pitches, there aren't many responsibilities I haven't taken on to ensure happy clients and customers for the employers I've had the pleasure to work for. I've always multi-tasked and taken on additional roles to ensure projects are done quicker and to a high quality. I enjoy being a quick problem solver no matter what media I'm working in. Marketing has had a great influence on my work ethic and the knack for rising to any kind of challenge. I always look for a way to do a job better, more efficiently, and therefore quicker for better production and time management. Print, web, and social media, I have all the bases covered.

EXPERIENCE:

2015-current

Enhanced Customs | Mechanic/Graphic Designer

Install custom automotive parts on trucks and cars. Diagnose custom car issues, from suspension to engine and drive-line troubles. Plan for and execute custom installs for suspension and accessories that aren't specifically designed for the vehicles they are being installed on. Design and execute all marketing plans, establish a budget as well as design and produce all marketing materials.

2004-2015

CEA Marketing Group | Graphic Designer/Art Director

Design and direction of, but not limited to: ads, large format graphics, brochures, web sites, e-marketing, social media management, oversee artists and freelancers. Also assisted in account services to ensure clients were getting accurate and quick production of their art work. Met with clients to pitch new services and designs for their marketing programs. Installed new production tracking techniques to keep the owner and account services up-to-date with artists and freelancers progress on projects.

1999-2004

MKJ Marketing | Graphic Designer

Design of: logos, ads, fliers, brochures, websites. Followed the lead of the two art directors, one for print and web design and the other for logos and illustrations.

EDUCATION:

1994-1999

McNeese State University | Lake Charles, LA

Bachelor of Arts with emphasis in Graphic Design.

Winner of two student addy awards.

Treasurer and Historian of Theta Rho Chapter of Theta Chi Fraternity.

SKILLS:

- Adobe CC Suite
- Keynote/Powerpoint
- Pages/Word
- Numbers/Excel
- E-Marketing/SEO
- Excellent Rapport with Clients & Vendors
- Social Media Management/Posting/Analytics
- Great Communication Skills & Leadership
- Knowledge of HTML, CSS, PHP, & Databases

OTHER SKILLS TO NOTE:

- Nuclear Power Plant Clearance (freelance work)
- Automotive Maintenance/Fabrication
- Car Audio and Integration Installs
- General Home Improvement
- Auto-Cad