

MICHAEL SLIGTING

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USA

Profile

I'm a creative with strengths in developing/managing brands, graphic design, web/digital design, advertising, promotion, public relations, event planning and execution, etc. My strengths and talents also extend to other marketing functions including creating and managing marketing strategies, plans and budgets, I am an effective communicator and teacher. I have the ability to convey complex or difficult ideas and concepts. I'm innovative in my thinking and approach to developing successful solutions. I'm proficient at managing multiple projects, leading teams or working alone. I possess the ability to figure out what I don't know but need to know, I find inspiration in tight deadlines and budgets and I've exceeded expectations wherever I've been employed.

Experience

Impartner — *Creative Director* - Feb, 2017 - Present

Branding, Advertising, Content Marketing, Direct Marketing, Graphic Design, Messaging, Promotion, Packaging, Public Relations, Sales Promotion, Events and Trade Shows, Etc.

- Updating/Managing existing corporate and product brands
- Content Marketing: White-papers, Case-studies, eBooks, Infographics, etc.
- Client Portal Design/Brand Management/UI/UX
- Trade Show/Event design and management

Aviocode, Inc. — *Marketing / Creative Director* - May, 2013 - Jan, 2017

Branding, Advertising, Content Marketing, Direct Marketing, Graphic Design, Messaging, Promotion, Packaging, Public Relations, Sales Promotion, Events and Trade Shows, Etc.

- Managed marketing/creative team (in-house and out-sourced)
- Managed existing corporate and product brands
- Developed marketing strategy: messaging, positioning statement, differentiating statement, defined features/benefits, market opportunities
- Produced integrated strategies including website, drip campaigns, data sheets, case studies, white papers, events/trade shows, direct mail/email and other various content.

Broadcast International — *Senior Mgr., MarComm* - 26 Sep, 2011 - 14 Feb, 2013

Promotion, Branding, Advertising, Direct Marketing, Graphic Design, Packaging, Public Relations, Sales Promotion, Events and Trade Shows, UI/UX.

Sligting Graphic Design — *Graphic Design/MarComm Consulting* - 18 Feb, 2011 - Present

Digital and Print Graphic Design. Marketing Consultant and Brand Management.

Sligting Design — *Partner* - 05 Jan, 1998 - 18 Feb, 2011

This company evolved through several partner and name changes.

Dental Branding, Inc. — *Partner/VP Marketing* - 24 Feb, 2009 - 18 Feb, 2011

Marketing Communications, Art Director Account Management, Sales, Business Management.

Clover Graphic Design — *Partner/Creative Director* - 16 Apr, 2002 - 18 Feb, 2011

Creative Director, Graphic Designer, Account Management, Sales, Business Management.

Huddleston Malone Sligting — *Partner/Art Director* - 16 Mar, 2000 - 20 May, 2002

Sligting Design — *Partner/Creative Director* - 01 Feb, 2000 - 03 Mar, 2000

Smith Sligting Design — *Partner/Interactive Designer* - 05 Jan, 1998 - 14 Jan, 2000

- One of two original founders
- Helped grow the company from two to twenty employees.
- Provided services for technology, health care and retail industries
- Clients include small businesses to fortune 500 companies [Henry Schein, Huish Chemical, 3Com, Iomega, Intel, Costco, Walmart, etc.]

LDS Church — *Interactive/Web Designer* - 02, Feb 1996 - 31 Dec, 1997

Wasatch Advisors — *Marketing Director* - 27 Jan, 1995 - 01 Feb, 1996

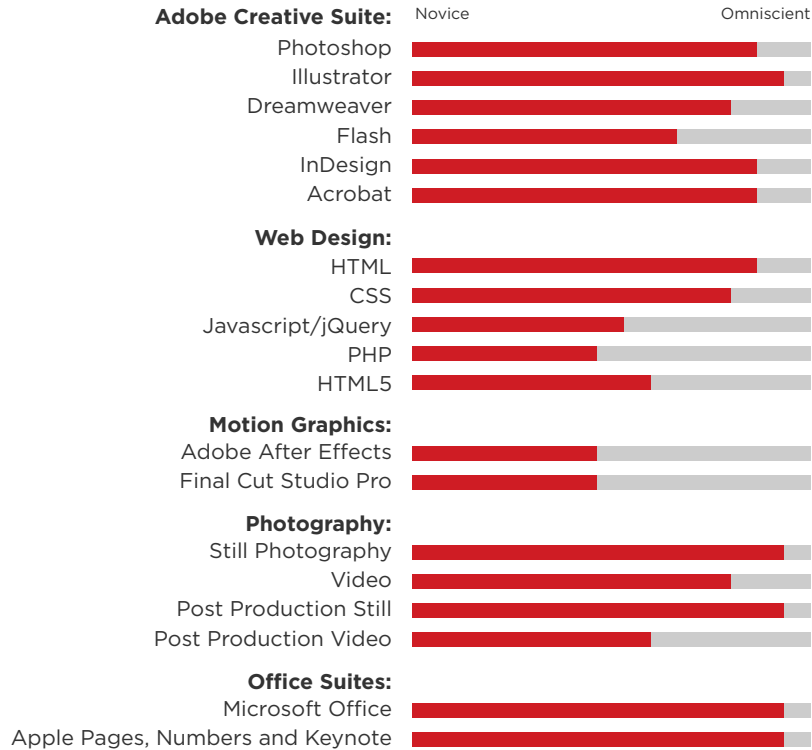
Education

University of Utah - David Eccles School of Business — BA, Marketing / Minor, French - 1993

Skills

Managing and leading teams, graphic design, packaging, promotion, event/trade show planning, advertising, branding, brand management, direct marketing, product support, sales promotion, Information design, project management, marketing communications, account management, Storyboard, UI, UX, photography (lifestyle, portrait, landscape, product), etc.

Technical



Theory & Working Knowledge

Typography, Color Theory, Illustration, Storyboard design concept, Layout, Animation principles and techniques, understanding of waterfall and agile environment in the development process, quality assurance best practices, brand development and brand management, relationship and social marketing, and experience with Apple Macintosh and Windows operating systems.

Portfolio & Contact Information

Online portfolio:

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