

VINCENT REEDY

Vincent Reedy
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“Ultimately, I believe great design and marketing is about solving problems that deliver measurable results – not just creating great aesthetics.”

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Over 15 years in creating strategic brands, integrated marketing solutions and complete digital campaigns, which are built to deliver results. Worked with national and international clients, helping them to excel in their markets. Assembling and leading creative teams and the processes used to develop award-winning marketing projects.

Relevant Experience

Global Marketing and Communications Manager

Dentsply Sirona// July 2018 – Present// York, PA

Developed and directed the marketing for global product launches.

» Researched products, competition and target audiences to provide marketing messaging and complete launch kits for four healthcare products in more than five countries.

Director of Web and Creative Services

Millersville University// July 2016 – July 2018// Lancaster, PA

Responsible for the health of the University's brand, messaging, website and digital campaigns. Oversaw the University's marketing projects and designers.

» Led a transformative rebrand of a top 30 University in the Northeast, including the launch of its robust 5,000+ page website supported by video and social platforms.

» Increased enrollment, including international submissions, during a time when other State Universities' numbers were sharply declining.

» Developed a video media plan that increased social media organic activity.

» Oversaw a workload of more than 140 concurrent marketing projects.

Creative Director

Holberg Design// December 2006 – July 2016// York, PA

Managed the creative operations of a fast-paced, high-pressured marketing and advertising firm. Supervised designers, production artists, freelancers and vendors. Developed the processes that helped our clients reach top positions in their markets.

» Rebranded and then created an integrated digital campaign, that helped RKL become the fastest-growing CPA firm in the U.S. (*Inside Public Accounting*). Developed and executed a 5-month marketing plan, which helped RKL to enter and then dominate an entirely new geographic market.

» Crafted a highly targeted B2B marketing campaign that delivered over 22 new client meetings with 9 new client negotiations.

» Created and launched the entire Wyndridge Farm brand and their complete line of products. Produced all of Wyndridge's marketing and sales materials. Now available in 11 states, Wyndridge can be found on the shelves of leading superstore chains, such as Wegmans and Whole Foods.

» Reimagined the East Coast's largest B2B horticultural trade show. The new brand, combined with an integrated marketing plan, produced a 15% increase in attendance. In addition, exhibitor space sold out for the first time in three years.

» Rebranded Avail Technologies, a recognized leader in ITS technology solutions for the transportation industry. Researched competition and hosted champion client focus groups to develop unique, on-target marketing messaging.

» Developed a social media and marketing campaign for a regional healthcare organization's yearly patient event. The result was a line waiting for the doors to open.

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Awards

The winner of various creative awards spanning different marketing and branding disciplines.

- » Best Brand Development (Two Gold Medal Awards from the National MMA)
- » Best Website Designs (Major Achievements in Marketing Excellence Awards, Frederick County Builders Association Marketing Awards Council and HBAM/MAX Awards)
- » Best Advertising Campaign (National Marketing Awards)
- » Best Brochure Design (Best of Mature Market Media Awards)
- » Best Sales Center Design (Major Achievements in Marketing Excellence Awards) and Best Mailer Campaign (NAHB Marketing Awards)

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Creative Director

Creating Results, LLC// May 2002 – May 2006// Occoquan, VA

Directed the creative operations of a rapidly growing marketing agency. This involved recruiting, supervising and managing the creative staff of five designers, while overseeing vendors and freelance artists. Pitched proposals and creative concepts to potential clients for multiple-year marketing projects.

- » Grew Creating Results to become the 11th largest graphic design and marketing company in the greater Washington D.C. area (*Washington Business Journal*, 2004).
- » Pitched and won three, multi-million dollar, multi-year marketing projects – for clients such as Centex Homes and Starwood Communities.
- » Developed a strategic brand, designed a sales center and fulfilled a comprehensive marketing plan for a 21-building condominium project in Alexandria, VA. On opening day, purchasers lined up to enter the sales center. The community's entire building unit #1 sold out in under a week.
- » Built one of the East Coast's largest Active Adult community brands, with three central locations.
- » Researched a historic land development property featuring champion race horses, including Triple Crown winner War Admiral. Built a competitive brand and marketing campaign for this exclusive gated resort-style community with two championship golf courses and private boat slips.
- » Provided marketing and communication materials for Washington D.C. developers for submitting their mixed-use community project for World Trade Center status.

Art Director – Lead Designer

Booz Allen & Hamilton// May 2000 – May 2002// D.C./London

Served clients ranging from government agencies to energy companies to technology firms. Responsible for the art direction of various projects, many with multi-million dollar budgets. Designed user-interfaces and project brand development. Created design guidelines for the development teams, ensuring that all UI standards were implemented.

- » Acted as the Art Director for the London team of four designers, coordinating and supervising projects for clients such as BP, Telecom Italia and Lufthansa Cargo.
- » Advanced a stalled, multi-million dollar project for the Food and Drug Administration (FDA). Helped to move the project to phase II, by enhancing the user interface of a beta-stage, web-based tool. The project moved to completion, assisting the FDA in organizing their national laboratory data and helping them to recognize potential food contaminations across the U.S.

Art Director

Realogic, Inc.// March 1997 – October 1998// Cleveland, OH

Created the brand identity of this Inc 500 Company. Worked with Realogic's clients, creating user interfaces and brand development for corporate, web-based solutions.

- » Crafted Realogic's brand and messaging, which attracted the attention of Computer Associates International (CA), one of the largest independent software corporations in the world. CA acquired Realogic to develop their service offerings and compete with rivals such as IBM and Hewlett-Packard. At the time, Realogic's brand and revenue value was in excess of \$42 million.
- » Enhanced Realogic's solution offerings by providing front-end designs for developed technologies. Created web solutions that matched our clients brands.

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Internal Design Expert

The National Parks Service// May 1999 – May 2000// Washington, D.C.

Acted as the Internal Design Expert for the NPS. Redesigned and develop a new, more “user-friendly” external website. This included developing and executing a critical work plan that involved six internal departments.

Teaching & Speaking Engagements

Adjunct Professor of Web Design

York College of Pennsylvania// January 2016 – July 2018// York, PA

Served as the Professor for Web Design at York College of Pennsylvania, while working as a full-time Creative Director. Used past design experience to develop the entire course curriculum. Class lectures included understanding and utilizing the best practices for user interface design. Trained the students to effectively create a website through brand discovery, sitemap creation, wireframe development and finally building hand-coded, responsive websites.

Design & Multimedia Instructor

The George Washington University// January 2001 – 2003// D.C.

Served as a design and production instructor at The George Washington University (Continuing Education Division). Instructed design students on the Adobe Creative Suite and helped to develop their capstone portfolio projects.

Speaking Engagements

Art Institute of York// Lectures on website design
ANLA Management Clinic// Branding seminar
PPTA Spring Conference // Social media seminar
Albright College // Creative Director seminar

Education

Art Institute of Pittsburgh// Bachelor’s Degree in Graphic Design
Art Institute of Pittsburgh// Associate Degree in Visual Communication
Point Park College// Computer Science Studies
Duquesne University// Multimedia Development Studies

Software

Design, Production and Presentation

Adobe Creative Suite// Adobe InDesign// Adobe Illustrator// Adobe Photoshop//
Adobe Dimensions// Adobe After Effects// Adobe Acrobat// Adobe Dreamweaver

Microsoft Office Suite// Microsoft Word// Microsoft PowerPoint//
Microsoft Excel// Microsoft OneDrive

Apple Keynote// Basecamp// Todoist

Web Development

HTML 5// CSS Development// Dreamweaver// JavaScript// WordPress