

## Richard Larson

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**Creative advertising/marketing professional with extensive design skills and project management experience, seeking to do business as a freelance graphic designer for professional organizations throughout the Carolinas.**

### Key Strengths

- Extensive experience designing and producing printed materials including brochures, flyers, direct mail, posters, advertising, trade show graphics, logos and letterhead.
- Project management expertise.
- Knowledge of print production and techniques.
- Thorough understanding of marketing and branding principles.
- Proven ability to develop and execute marketing plans and strategies.
- Knowledge of Mac and PC programs including InDesign, QuarkXPress, Photoshop, Illustrator, Word, Excel, Access, and PowerPoint,

### Experience

*2007 to Present - Freelance Graphic Designer*

**Larson Design**, Raleigh, NC

- Create logos, brochures, flyers and ads for various clients including First Citizens Bank, IronStone Bank, Juvenile Diabetes Research Foundation, Florida Style Tile, Double D Towing, and others.

*1996 to 2006 - Vice President, Senior Advertising Project Manager*

**First Citizens Bank**, Raleigh, NC

- Insure brand standards and graphic integrity are maintained.
- Coordinate direct mail campaigns for bank wide, regional and local areas.
- Oversee design, production and fulfillment of all collateral and merchandising material for both First Citizens Bank and IronStone Bank.
- Manage and implement all media advertising.
- Oversee all local and departmental advertising including branch openings.
- Insure legal and compliance approval is obtained on all projects.
- Initiate and oversee Online AdCreator, an outsourced service designed to give bank associates access to approved advertising for local needs, thus eliminating the need for personal marketing assistance.
- Manage all branch on-hold telephone messages and statement messages.
- Budget management and invoice approval.
- Manage relationships with ad agencies and multiple vendors.
- Personnel management (three subordinates).

*1994 to 1996 - Art Director*

**Business North Carolina Magazine**, Charlotte, NC

- Coordinate and redesign the magazine layout.
- Responsible for the monthly design and layout of published materials.
- Coordinate all photography and illustration.
- Oversee print production.

*1983 to 1993 - Senior Art Director*

**The Downs Group, Inc.**, Charlotte, NC

- Responsible for design and layout from concept through production for various business-to-business clients.
- Typesetting and mechanical art.

**Clients include:** Thomas Built Buses, Harris Semiconductor, Phillips Components, Carolina Freight, Conbraco Industries, Abitibi Hardboard Siding, BASF, and others.

**Education**

1983, Bachelor of Fine Arts, Syracuse University, Syracuse, New York  
Major: Advertising Design