



Todd Fingleton

Creative Director, Brand Manager, Consultant

Contact

todd@fingdesigns.com
318-541-6761

PERSONAL OBJECTIVE

I want to lend my strengths, and skills to help grow your business, staff, and quality of marketing projects. If you are looking for a professional, I would be interested in speaking with you to discuss the value that my experience will deliver.

PROFESSIONAL SUMMARY

Project management and creative direction

- Manage multiple projects concurrently with attention to detail, problem solving, and follow-through capabilities.
- Responsible for the integrity, and quality of every creative solution delivered.
- Spearhead the development, communications, and planning phases with team, and customer.
- Coordinate with vendors, negotiate contracts, and manage project budgets.

Customer service and loyalty

- Cultivate client relations to build trusted, and lasting relationships.
- Increase share of marketing, and advertising spends from customers.
- Planning, and purchase of media, print, and promotional materials.

Leadership and management

- Interview, and hire staff to expand service offerings.
- Supervisor to a team of 8 designers, programmers, account executives, and outsourced staff.
- Demonstrate ability to manage and motivate cohesive teams in a creative environment.

Sales and revenue

- Generate substantial revenue necessary to grow and profit.
- Responsibility to manage both revenue and expense sides of P&L.
- Attend weekly sales meetings to discuss revenue opportunities, funnels, and sales cycles.
- Assist Chief Financial Officer with monthly invoicing, and collection of receivables.

PROFESSIONAL EXPERIENCE



● **FING Designs** | Owner
September 2017 – Present
Alexandria, Louisiana

Promotion of your brand through print, web, and video solutions.

● **Kinetix** | Chief Creative Officer
December 2010 – December 2016
Alexandria, Louisiana

As CCO, it was my responsibility to build and manage all aspects of the creative division at Kinetix.

● **The Adcetera Group** | Designer
August 2001 – August 2006
Houston, Texas

Focused on proper print and web production skills, producing work for national brands.

EDUCATION

Louisiana State University. Baton Rouge
BFA, School of Design (1996 – 2001)
Studied Graphic Design. Received a BFA.

CAREER RELATED SKILLS

- Word
- Powerpoint
- Excel
- Outlook
- InDesign
- Illustrator
- Photoshop
- Acrobat
- Social Media
- GoDaddy
- Google My Business
- Google Analytics
- BrightSign
- Mailchimp
- Wordpress
- Issuu
- YouTube
- Vimeo platforms
- Livestream
- Eventbrite