



**Eric W. Mehlenbeck**

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## **PROFESSIONAL PROFILE**

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Creative Director/Senior Art Director with 14 years of experience in management and execution of the complete design and marketing process for print, web, social, and video/animation from conceptualization through delivery on a global scale. Highly skilled at developing and curating customer experiences through delivering exceptional product and value. Skilled with the Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, and Premiere), clean, hand-coded HTML, CSS, and light Javascript. Finally, I am able to stretch the boundaries of marketing and design through storytelling to help brands stand out on a global scale.

## **EXPERIENCE**

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**The International Trademark Association**

October 2011 through March 2019

*Lead In House Creative*

- Designed and executed the brand identities for more than 50 conferences and meetings on a global scale, including diverse print, web, and social assets.
- Increased revenue and global footprint by growing annual meeting attendance by 27% (from 8,000 to 11,000) over 5 years.
- Led freelancers, consultants, and vendors to ensure successful execution and production of print, social, web, and video projects from concept through completion.
- Collaborated with various internal groups to create innovative, savvy, and smart design solutions that integrated fully with the association's strategic plan.

**The CooperGroup**

October 2007 through July 2011

*Interactive Art Director*

- Designed and produced print and web projects for a selection of Fortune 500 companies including American Express, Deutsche Bank, AXA Equitable, and Time Warner Cable.
- Managed and developed new business proposals and pitches.
- Managed and directed junior designers and web developers.

## **Pinpoint Design**

June 2005 through October 2007

*Designer*

- Designed and produced print and web projects for clients in the pharmaceutical, entertainment, culinary and hospitality industries including Covance, American Express Publishing, BBC America, Aramark Harrison Lodging, Random House Direct, Oxmoor House, and Scholastic Publishing.
- Managed and provided creative direction for a small stable of freelancers.

## **Robinson Kurtin Communications**

September 2004 through April 2005

*Junior Designer*

- Worked with a small team to design and lay out the print and online Annual Reports for Fortune 500 companies including Kimberly-Clark, Harrah's Entertainment, CVS, and Knight-Ridder.
- Organized and coordinated photography shoots and communicated directly with vendors and clients.

## **FURTHER STUDIES**

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**General Assembly: User Experience Design | Noble Desktop: Responsive Web Design**

**Baruch College: Marketing Strategy Certificate (in progress)**

## **EDUCATION**

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### **Milwaukee Institute of Art and Design**

Bachelor of Fine Arts in Communication Design with a minor in Photography.

*Awards:* Graduated with honors. Awarded two of MIAD's prestigious merit scholarships.

### **University of Milwaukee-Wisconsin**

Bachelor of Science in English and Broadcast-Journalism.