

# BRILL

## PROFESSIONAL SUMMARY

Highly-motivated Art Director with more than eight years of experience achieving exceptional results in directing key projects for clients such as Verizon, Verizon FiOS, ScanSource, NFL and the United Way. Exhibits excellence in brand development, creative direction, graphic design, color theory, project management, social advertising, presentation experience and interpersonal skills.

## PROFESSIONAL EXPERIENCE

### *ART DIRECTOR - 7/2013 - 4/2015*

**Erwin Penland, Greenville, SC**

Worked both as an individual and in a group setting to develop design concepts and creative solutions for client projects and problems. Reviewed and approved art materials, copy materials and proofs made by junior staff members. Presented final concepts and layouts to clients for approval, working within budget and scheduling requirements.

- Maintained brand identities for Verizon Wireless and Verizon FiOS and helped manage the transition between the old and new visual identities smoothly
- Concepted and created a social Sweepstakes based on the hit HBO series Game of Thrones that garnered over 36,000 hits
- Presented concepts to various clients for Verizon Wireless and FiOS
- Initiated a collegial environment while working with the re-touching, production, account, project management and studio
- Created a promotional video for the Carolinas and Tennessee which was pitched to other markets and was received as an anthem for the brand and its employees

### *ASSISTANT ART DIRECTOR - 7/2012 - 7/2013*

**Erwin Penland, Greenville, SC**

Planned and directed activities such as sales promotions and coordinated with other department heads as required. Assisted senior art directors in client projects and helped to develop and implement product-marketing strategie. Marked up and completed layouts by preparing them for typesetting and printing.

- Played a large role in winning the Verizon Bill Media account
- Designed video loops for the Verizon client, focusing on products such as Verizon FiOS TV, often working on partnerships with major brand names such as MLB and the NHL
- Created and designed the "Thanksgiving Holiday Heroes" Sweepstakes for FIOS, which generated 150,000 meals for needy families, helping create a positive brand image nationally
- Produced the Verizon FiOS Speed Sweepstakes that reached 15,000+ participants

**MICHAEL BRILL**  
**229 West Hillcrest Drive,**  
**Greenville, SC 29609**

## PORTFOLIO

[www.itsbrilltime.com](http://www.itsbrilltime.com)

## CONTACT

865.809.1300

[brilltime@gmail.com](mailto:brilltime@gmail.com)

[www.linkedin.com/in/brilltime](http://www.linkedin.com/in/brilltime)

## TECHNICAL SKILLS

Creative Strategy  
Concept Development  
Brand Development  
Art Direction  
Adobe Indesign CSS  
Adobe Photoshop CSS  
Adobe Illustrator CSS  
Adobe Acrobat  
Microsoft Office  
Photography: Traditional and Digital

## AWARDS

Silver Addy Award – Self Promotion 2010  
Knoxville Museum Award 2006  
Academic Honors Award 2005

## PERSONAL SKILLS

Innovative ideas  
Strategic thinker  
Total badass

## PROFESSIONAL AFFILIATIONS

American Advertising Federation  
(AAF), Chapter Greenville, South Carolina

American Institute of Graphic Artists  
(AIGA), Chapter Knoxville, Tennessee

## EDUCATION

University of Tennessee Knoxville  
Bachelor of Fine Arts, Graphic Design  
May 2006

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## **SENIOR GRAPHIC DESIGNER - 9/2008 - 7/2012**

Erwin Penland, Greenville, SC

Managed other designers in layout and content for client materials. Worked directly with the production department to finalize client projects. Prepared multiple files for release to production. Acted as point designer for clients such as Scan Source, United Way, Verizon FiOS and Lockheed Martin.

- Designed a brochure for the AAF (American Advertising Federation) that was honored with a Silver Addy Award
- Worked closely with the ScanSource client to develop multiple program and promotional identities related to specific thematic ideas
- Assisted Head Art Director with the United Way Campaign of 2011, which enabled the non-profit to reach over 114,000 individuals in need over the course of the year
- Acted as the point designer for Lockheed Martin and coordinated efforts to complete projects in line with the client's feedback, timeline and budget

## **GRAPHIC DESIGNER - 9/2007 TO 9/2008**

Ruby Tuesday INC., Maryville, TN

Created designs and illustrations for product labels, logos, direct mail and television. Aided in the re-branding of the company and created concepts for new business opportunities.

- Worked closely with a NY design agency to implement new brand identity for restaurants and internal materials
- Acted as one of two designers that internally managed the entire visual brand evolution
- Designed a ring chosen for the company's 10 year anniversary celebration
- Created the Ruby Tuesday team jersey for a large foot race that raised money for the Knoxville Children's Hospital

## **INTERN/ART DIRECTOR-GRAPHIC DESIGNER - 1/2004 - 11/2006**

Tombras Group, Knoxville, TN

Oversaw activities directly related to making products or providing services and assisted the creative team on multiple projects. Created concepts for new business opportunities while developing logo designs and brochure layouts.

## **REFERENCES**

### **Rick Bryson**

Group Creative Director  
Erwin Penland Advertising  
rick.bryson@erwinpenland.com

### **Stephen Childress**

Group Creative Director  
Erwin Penland Advertising  
stephen.childress@erwinpenland.com

### **David Dean**

Senior Account Executive  
Erwin Penland Advertising  
david.dean@erwinpenland.com

### **Karl Dunn**

Group Creative Director  
HIVE  
karl.dunn@erwinpenland.com

### **Justin Gammon**

Senior Art Director  
Erwin Penland Advertising  
justin.gammon@erwinpenland.com

### **Steve Stevenson**

Creative Director/Copy Writer  
Erwin Penland Advertising

### **Imani Scope**

Senior Account Director  
Sales Force  
iscope@salesforce.com

### **Robert Lehmann**

VP Creative Director/Copywriter  
robert\_lehmann@hotmail.com

### **Gray Taylor**

Associate Creative Director  
Erwin Penland Advertising  
gray.taylor@erwinpenland.com