

# jamesbainbridge

CREATIVE PROFESSIONAL

## **ASSOCIATE CREATIVE DIRECTOR**

PureRED Integrated Marketing

*November 2018 - Present*

I was hired by PureRED to lead and invigorate the creative team in their Pittsburgh office. We deliver custom creative solutions for clients across the country in an extraordinarily deadline driven environment. I work closely with our customers to provide strategic solutions that help fill gaps in their creative and marketing strategy and drive traffic and sales to their stores. A majority of our projects are often turned around the same day while other projects may take a few weeks or longer. I am currently realigning our creative team to be better aligned with our customer service and client teams in order to create better creative products and a stronger connection between departments.

## **SENIOR MANAGER CREATIVE SERVICES**

Giant Eagle Inc.

*October 2010 - October 2018*

I relished the chance to work for Giant Eagle because the only thing I love as much as food and cooking is doing great creative work. The pleasure of leading and working beside amazing people was truly the icing on the cake.

We built, refined and advanced the brands for Giant Eagle and Market District. All creative support for the stores began with the internal creative team. It was my job to ensure that all creative was strategically sound, produced on time and on budget and ultimately looked amazing.

I continuously promoted brainstorming among the team and believe the power of collaboration can explode a spark into a great idea. I constantly looked for new and improved ways to revamp our creative process to make our ideas bigger and better and our presentations stronger and more captivating.

I did all I could to support and help the professional growth of the creative team. I worked with our human resources department to develop a clear career path for the advertising department. I worked with my counterpart on the creative leadership team and our partners in marketing to develop and implement a responsibility matrix for facilitating approvals and feedback on projects. I also shepherded my team through several difficult organizational changes and cuts helping them cope with losing fellow team members and ultimately recover and stay on track with our work.

In 2014 I was awarded the Live Well Award for my commitment to improving the health and well-being of not only myself but other Team Members.

## **ASSOCIATE CREATIVE DIRECTOR**

MatchPoint Marketing/ACOSTA Sales and Marketing

*June 2004 – October 2010*

I was directly responsible for five designers dedicated to delivering creative, strategically focused and insights-driven shopper marketing programs for our CPG clients and retail partners including: Clorox, Heinz, Georgia-Pacific, Schwans, Kellogg, Celebration Foods/Carvel, Meijer, Food Lion, Family Dollar, Dollar General, Walmart and Supervalu.

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I directed and created, from concept to completion, in-store and out-of-store solutions for my clients through a variety of media and tactics. I eagerly led brainstorm sessions and client presentations.

Whether sketching out a quick concept, developing an entire campaign or working up big picture ideas via white papers I did whatever needed done to get a project started or sent out the door.

I learned how to best manage my team's workload and how to efficiently and effectively shepherd projects of any scope and scale through the shop. My team handled almost 800 individual projects for Clorox in one calendar year. We never missed a deadline for any of our clients.

The extremely fast-paced, rush job environment and "never say no" attitude of the agency taught me that being a leader means working along side your team - not directing from the sidelines.

## **GRAPHIC DESIGNER**

**Office of Law Enforcement Technology Commercialization (OLETC) National Institute of Justice (NIJ)**

*June 2003 – June 2004*

I was surrounded by crazed, rioting "convicts" when a flash bang grenade went off at my feet. Seconds later a squad of corrections officers stormed the cell block and restored order using the latest in high-tech gear. Thankfully I was just there taking action photographs I would need to develop the next round of promotional and marketing materials for this one-of-a-kind trade show and technology showcase.

OLETC needed help defining and developing their corporate identity and Mock Prison Riot brand. I was tasked with communicating the mission and services of this unique agency to two very different audiences - science and technology and law enforcement/corrections. The challenge was too interesting to pass up.

To accomplish this goal I designed and redesigned all internal and external communications and marketing materials including: web sites, newsletters, direct mail, posters, tradeshow displays and materials, video packaging, brochures, presentations and training materials.

## **GRAPHIC DESIGNER**

**Carnegie Mellon University Advancement Office**

*May 1996 – June 2003*

I began my career as a member of the design team responsible for providing creative solutions to any and every member of the Carnegie Mellon University community.

I worked against tight deadlines with very lean budgets on a variety of projects including: web sites, event invitations, signage, posters, magazines, admissions materials, special event collateral, promotional items, official campus publications, annual reports, housing and new student communications. I aided in the development and enforcement of brand standards for the university.

## **SOFTWARE AND OTHER INFORMATION**

I love the MAC and all things Adobe - especially InDesign, Illustrator and Photoshop. I also coach track and cross country at Blessed Trinity Academy in Glenshaw, Pennsylvania and served as Den and Pack Leader for Cub Scout Pack 560 at St. Bonaventure Parish in Glenshaw.

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## **BACHELOR OF SCIENCE IN GRAPHIC DESIGN**

La Roche College – Pittsburgh, PA

*May 1995*

Dean's List (1993-95), Outstanding Student Service Award Recipient (1995), Who's Who Among Students In American Colleges & Universities (1995), Outstanding Leadership & Scholarship Award (1995), Vice President of Student Government (1993-94), President of Student Government (1995), Graphic Design Leadership and Scholarship Award (1995), Resident Advisor (1992-95)

## **WORK SAMPLES AVAILABLE ONLINE:**

High-Resolution Option

[http://jamesbainbridge.com/portfolio/Bainbridge\\_Portfolio\\_HighRes.pdf](http://jamesbainbridge.com/portfolio/Bainbridge_Portfolio_HighRes.pdf)