

Patrick Deffenbaugh  
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December, 2011

re. "Director, Consumer Marketing"

Dear Emanate,

I am writing to apply for the position of Director of Consumer Marketing. I have a proven track record of success in running an integrated marketing agency, creating strategies and managing their implementation for a variety of clients ranging from consumer products to accounting software.

Recently I have been working as a Professor in the Communication Department of Central Washington University. While teaching at CWU, I completed a Master's Degree in individual studies. My curriculum was created by combining classes in three areas of study, Technologies, Film & Video and Communications. This self designed program enabled me to add a new area of expertise, "technology" to my extensive background in traditional design and marketing.

My responsibilities in creating and running an integrated agency include daily leadership of creative and account teams, client management, allocation of resources, staff deployment, revenue generation, writing proposals and budget management. Projects range from identity and branding design, new product development, to integrated digital communication programs.

I hope you will consider me for this position and I thank you for reviewing my qualifications.

Patrick Deffenbaugh

# Patrick Deffenbaugh / Resume

Spring 2007-  
Summer 2010

## **Central Washington University, Lecturer / Professor** Graphic Design and Communications Departments

**Graphic Design Courses:** Beginning and advanced Layout and Design, Typography, Advertising and Computer Software.

**Communication Courses:** Public Relations and Advertising Management, Applied Public Relations, Branding and Social Media Marketing.

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1997-present

## **Deffenbaugh Agency, Principal**

Oversee and direct the general running of an integrated marketing firm. Duties include creative direction, staff management, new business development, scheduling and budget management. Partial client list:

Acucela Pharmaceuticals	Interactive Technologies	Roche
Brookhaven National Lab.	Nano Science Center	Scotland County, NC
Condé Nast Publications	Penthouse International	USA Today
HMG Marketing	Port Authority of NY & NJ	Velux America
IBM/Home	Red Turtle Beverage Co.	Wine Voice International

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## **Saatchi & Saatchi / Lifestyle Marketing Group, Senior Art Director**

Responsible for creative development and project management for advertising, promotions, sports marketing and design projects.

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## **Murtha, Desola, Finsilver & Fiore, Senior Designer / Project Director**

Supervised a team of designers in creative development and implementation of design projects, including extensive client management. Projects included, corporate identification, packaging, merchandising, signage and advertising.

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## **Omni Magazine, Associate Art Director**

Involved in all stages of design production on an award-winning monthly magazine. Responsibilities included design, type specification, art direction, photography supervision, pagination and quality control of the production / printing process.

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### **Education**

**Art Center College of Design**  
BA, Graphics / Packaging

**Central Washington University**  
BA, Fine Arts

**Masters Degree**, Individual Studies:  
Communication, Film & Video,  
and Digital Technology

### **Awards**

**Art Directors Club** (7) Editorial Design

**Cleo / Packaging Design**,  
“Best Frozen Food Package”

**American Corporate Identity**  
Award of Excellence

**One Club / Gold & Silver**, Editorial Design