

laurie godfrey

art director | 602.741.1806 | laurie@lauriegodfrey.net

occupation

7/12-PRESENT | ART DIRECTOR - FREELANCE | PHOENIX, AZ

Honed art direction skills while strengthening copywriting and account management skills.

Assisted agencies with conceiving, branding, presentation and production needs.

Mentioned process and automation opportunities when seen.

Clients: *Carefree Communities, Chunk Media, JDA, MomDoc, Universal Technical Institute (UTI)*

Agencies: *ANDERSON, RIESTER, R&R Partners, Santy, Mindspace, Lavidge, Elevation Marketing, EB Lane*

Clients via agencies: *APS, Avnet, Barrow Health & Wealth Raffle, Cable One, Cedars-Sinai, Chumash Casino Resort, Coyotes, Lifelock, Limelight, Midfirst Bank, Pacificorp, Phoenix Suns, Photon*

5/11-7/12 | ART DIRECTOR - AIR INTEGRATED | PHOENIX, AZ

Collaborated with team to create a brand strategy for Lee Lee International Supermarket.

Concepted tv umbrella campaign with 5 unique multi-lingual spots for Peter Piper Pizza.

Clients: *Gourmet House of Hong Kong, Lee Lee International Supermarket, Paradise Bakery, Peter Piper Pizza, Rocky Mountain Park Inn*

10/10-5/11 | ASSOCIATE CREATIVE DIRECTOR - ANDERSON | PHOENIX, AZ

Rebranded agency from MMA to Anderson, including logo and identity system creation.

Led creative team with varied personalities and disciplines, challenging them to increase production efficiency to allow more time for ideation while keeping within tight deadlines.

Clients: *Mayo Clinic, Desert Schools, Harkins Theater, Phoenix Children's Hospital, Primavera Online High School*

3/04-10/10 | ART DIRECTOR - RIESTER | PHOENIX, AZ

Developed the brand for Talking Stick Resort, including the launch print and television campaign, photography, brand guidelines, logos, internal and external collateral.

Concepted and art directed award-winning television productions for Arizona Lottery.

Established myself as the go-to person for any Mac or Adobe-related issues.

Clients: *Arizona Lottery, Casino Arizona, First National Bank of Arizona, Gold's Gym, Herdez, McDonald's, Spotlight 29, Talking Stick Resort, Wetzel's Pretzels*

6/98-1/03 | SR. ART DIRECTOR - MERIDIAN ADVERTISING | OMAHA, NE

Produced retail advertising and learned that most repetitive tasks can be automated.

Developed new process, resulting in a 52% reduction in production hours.

Clients: *Brodkey's Jewelry, Kmart, Nebraska Furniture Mart, Younkers*

education

METROPOLITAN COMMUNITY COLLEGE | OMAHA, NE

Associate in Applied Science, Electronic Imaging and Graphics – Prepress Option
With Honors, Winter 2001

Associate in Applied Science, Still Photography – Commercial
With Honors, Winter 1997

recognition

2004 Phoenix Addy Awards

2009 Phoenix Addy Awards

2011 Phoenix Addy Awards

2013 Phoenix Addy Awards

2015 Phoenix Addy Awards