

David Sharpe

Creative Professional



Louisville, KY

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(502) 387-0328



davesharpe.com

Experience

I am a self-motivated professional and deadline-conscious creative with 25 years of experience and a wide and varied background that includes marketing, advertising, and branding for NPOs, NGOs, B2B, B2C, mom and pops, and Fortune 500 companies.

Experienced in the following areas:

- Multi-channel marketing strategy and budgeting for fundraising, consumer products and services, events, and causes.
- Creative development and production of all manner of print pieces including POS, in-store signage, brochures, annual reports, catalogs, packaging, newsletters, magazine and newspaper ads, forms, flyers, identity packages, and direct mail.
- Creative development and production of websites, web applications, membership sites, e-commerce sites, web ads, email newsletters and supporting graphics.
- Creative development and production of out-of-home advertising, exterior signage, and digital signage. Managed product launches, website launches, and campaign launches.

Over the course of my career, I've worked with advertising agencies, PR firms, development directors, printers, packaging engineers, developers, web hosts, IT departments, account planners, studio photographers, videographers, copywriters, and illustrators.

I've also written ad copy, marketing copy, newsletter articles, and press releases. I've shot product photos, portraits, editorial photography, and shot and edited short videos.

Industry experience includes health care, human services, book publishing, financial services, political campaigns, small business, tobacco, arts, government, and much more.

Work History

Marketing/Communications Coordinator
St. Vincent de Paul | Louisville
Louisville, KY
December 2017 - Present

Development Director | New Media
Red7e
Louisville, KY
Nov. 2008 - Aug. 2009

Owner
davesharpedotcom
Louisville, KY
Feb. 2004 - December 2017

Art Director
Fitzmaurice Lewis & Partners
Louisville, KY
April 1996 - Feb. 2004

Skill Set

Marketing Strategy
Project Planning
Digital Asset Management
Studio Management

Vendor Management
Client Management
WordPress
Adobe InDesign

Adobe Photoshop
Adobe Illustrator
Adobe Acrobat
Microsoft Office

Education

B.A. in Art, emphasis in photography from the University of Louisville