

David Sharpe

Creative Professional

 Louisville, KY  me@davesharpe.com
 (502) 387-0328  davesharpe.com

Experience

I am a self-motivated professional and deadline-conscious creative with a broad skill set that includes marketing, advertising, design, and writing for B2B, B2C, NPOs, NGOs, mom and pops, and Fortune 500 companies.

Experienced in the following areas:

- 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.
- Multi-channel marketing strategy and budgeting for consumer products and services, events, fundraising, causes, internal and external communications.
- Writing, copyediting, proofreading of website, email, and newsletter content (including headlines and captions), press releases, and advertising/marketing copy.
- Project management and print production for packaging, POS, ad campaigns, direct mail, annual reports, newsletters, brochures, and identity packages.

Throughout 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.

Industry experience includes health care, human services, book publishing, financial services, political campaigns, medical practices, SMBs, arts, government, and much more.

Portfolio available at davesharpe.com

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
February. 2004 - December 2017

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

Skill Set

Art Direction/Design	External Communications	WordPress	Adobe Illustrator
Marketing Strategy	Internal Communications	Adobe InDesign	Adobe Acrobat
Project Planning	Vendor Management	Adobe Photoshop	Microsoft Office

Education

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