



**CREATIVE DIRECTOR / DESIGNER
LEADER / PROBLEM SOLVER**

Denver, CO 80203

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 309.830.6162

CORE SKILLS

Creative Direction
Creative Strategy
Visual Concepts
Corporate Branding
Brand Strategy
Brand Development
Brand Implementation
Localization
Leadership
Adobe Creative Suite

JUMPING OFF POINT

Illinois State University
Bachelors of Science
Major | Art with
Sequence in
Graphic Design

MY GOAL

To use past, current and future experiences, as a creative, to find a brand that I can be instrumental in protecting, building and growing in a global marketplace. To find a brand that I am proud to represent and is an extraordinary environment to grow and flourish as a part of the organization.

MY JOURNEY TO THIS POINT

KONG COMPANY GOLDEN, CO

Creative Director | Mar 2017 - Aug 2023

Sr. Graphic Designer | Sept 2014 - Mar 2017

- Supervised design, proofing, copywriting, localization and production for 400+ new product packages annually.
- Guided and mentored a team of 5, working closely with the marketing team, to manage the global KONG brand, image and impact in the marketplace. This includes packaging, product logos, catalogs, marketing materials and other point of sale items for both domestic and international distribution as well as social media and online brand pages around the globe.
- Directed and oversaw the KONG brand's representation by several licensed partners, retailers, distributors and other customers.
- Created and implemented a brand launch process for large retailers that is now used as the benchmark, across all categories, for launching a new brand.
- Provided creative direction for photography and videography for retailer use, including Target, Petco, Petsmart, Pet Supplies Plus, Pets at Home (UK) and Fressnapf (DE).
- Created marketing and sales support materials for internal teams in 4 global offices for sales support on six continents.
- Led creative strategy and concepting for the visual brand by visual storytelling through clear concise education in brick and mortar retail, online retail, tradeshow and video platforms
- Creative direction on a new online education platform, by producing 80+ training and education videos featuring 15 experts in the pet industry on pet care and training.

ANDREW PFEIFER DESIGN PEORIA, IL / DENVER, CO

Owner/Creative Director/Graphic Designer | Oct 2013 - Sept 2014

- Freelance design, specializing in small business marketing, corporate identity and web design.

INTEGRATED MARKETING PEORIA, IL

Formerly Varsity Publications, Inc. - Pekin, IL

Art Director/Lead Graphic Designer | Feb 2007 - Oct 2013

- Director and team leader of ad creation, layout and printing departments
- Efficiently manage and coordinate design projects from concept to completion, including print production
- Creative development of corporate identity and promotional materials

BALANCE HEALTH & WELLNESS PEKIN, IL

Art Director | Jan 2010 - Nov 2012

- Executed development of regional health and wellness magazine
- Development of the creative strategy and branding, as well as responsible for all aspects of the magazine's creation from inception and conceptualization to layout, design and print production.

**MY
PASSIONS**

Family & Friends
My Dog Jude
Live Music

Travel
Rock Climbing
Snowboarding

Paddleboarding
Camping
Hiking

design for hire
personal resumé