

POLLY LOCKMAN

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PROFILE:

Almost 20 years experience in developing and executing award-winning web and print design solutions across a broad range of industries. Enthusiastically built and managed teams of design professionals while promoting solid client relationships. Recognized for understanding clients' communication strategy challenges, and addressing them with effective solutions. Built executive-level relationships and managed the daily work flow of concurrent projects to ensure deliverables were completed on time, on budget, and on strategy.

EXPERIENCE:

Lockman Design Emeryville, California 2004 -CURRENT **Owner, Art Director, Designer.**

Clients include nationally recognized as well as established regional brands. Engender confidence from executive-level clients in my ability to ensure that solutions are of the highest quality, from pitch proposal through final delivery. Translate the business development goals of each client into tangible marketing solutions using creative concepts, language, and design. Handle all aspects of agency operations — finding new clients, building client relationships, marketing proposals, estimating, budget and media planning, project management, and concept presentation.

- ✎ Spearhead deeper understanding and affinity for brand recognition for clients, analyzing their perception in the marketplace, assessing where they stand against competitors, and making recommendations to support strategic plans.
- ✎ Retain and lead team of designers and programmers to develop and implement comprehensive web sites for nationally and regionally recognized organizations, some of which garnered Webby Awards, organized by The International Academy of Digital Arts and Sciences, and ADDY awards from the American Advertising Federation.
- ✎ Contract and manage programmers to create websites for clients using open-source platforms including Drupal and Wordpress.
- ✎ Grew Lockman Design from one client in a niche market to strategically finding and developing new client relationships ranging from legal, financial services, non-profits, and start-ups. Annual billings increased to over \$1 million in 4 years.

Bothwell Marketing Emeryville, California 2000 -2004 **Creative Director.**

Developed and designed corporate identity programs including ad campaigns, corporate collateral, brochures, web sites, and other marketing pieces for a variety of corporate clients. Hired and managed internal design team as well as contract designers and outside vendors including programmers (Drupal and Wordpress), printers, and photographers. Accountable for client relationships, project management, press checks, and vendor contact.

- ✎ Delivered creative solutions that satisfied strategic and tactical objectives for each client. Several campaigns garnered ADDY awards, Webby Awards, and LMA Your Honor Awards.
- ✎ Managed client and internal teams relationships to ensure quality across all accounts.
- ✎ Contributed to the strategic development of the agency's marketing and branding efforts for new business development.
- ✎ Built and led a smooth, efficient, and fun culture for teamwork and professional development.

Discovery Channel/The Nature Company Berkeley, California 1997-2000 **Art Director.**

Worked closely with the Vice President of Marketing and President of Retail to extend the channel brand to 140 stores nationwide through packaging, in-store marketing, window displays, catalogues, and other marketing collateral. Built and managed a design team to effectively maintain The Discovery Channel brand. Presented many solutions for multiple projects simultaneously. Directed photo shoots and hired outside talent including illustrators and photographers.

- ✎ Hired and motivated internal creative team to produce quality work, minimize stress, and run projects efficiently with clear communication.
- ✎ Built strong relationships with freelance illustrators, photographers, and copywriters.
- ✎ Acted as point person for production team ensuring time lines, budgets, quality, and delivery expectations were met in a high-stress environment, averting potential disasters.
- ✎ Creative director of on-location photo shoots including hiring models and stylists, working with location scouts, retaining photographers, and coordinating schedules and deliverables.

Linda Wegmann Design Sausalito, California 1995-1996 **Senior Designer.**

Design and production of corporate identities, corporate collateral, newsletters and annual reports. Accountable for client relationships, project management, press checks and vendor contact. Promoted to Senior Designer, and was responsible for hiring and managing Junior Designer.

WGBH Educational Foundation Boston, Massachusetts 1994-1995 **Designer.**

Responsible for design and production of newsletters, press kits, books and other support material for public radio and television. Co-designed a 350 page book which served as the companion to the television series title "The History of Rock and Roll." Handled budgeting and project management for in-house projects.

EDUCATION:

California College of Arts and Crafts San Francisco, California

Bachelor of Fine Arts degree in Graphic Design, May 1994

University of Wisconsin Madison, Wisconsin

Bachelor of Arts degree in English Literature, May 1987

OTHER:

- ↘ Coauthored and designed *Performance By Design*, an employee driven performance appraisal workbook.
- ↘ Co-created and facilitated an intensive one day workshop, *Planting Your Bamboo*, designed to help professional women refocus their careers, sharpen competitive skills, enhance self awareness, and explore new career directions.
- ↘ Created *Business and Balance*, a monthly networking meeting offering ideas, resources, and strategies for balancing work and life through business development support and social interaction for the self-employed.