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## **SUMMARY:**

Eight years of marketing and design experience has provided me with the foundation to grow and contribute as an integral member of any design team. My creativity and market awareness keep me ahead of the trends and my work in past account positions and present creative roles allows me to better understand and meet client needs and objectives.

## **EXPERIENCE:**

### **Dross Brown Design Group, New York, NY**

*Creative Director — 2005 to Present*

- Develop and drive strategies and concepts to meet client objectives for brand identity, marketing collateral, web designs, direct mail, sales kits and brochures for clients such as The Sheridan Cos., URTH and Marriott Hotels.
- Create brand guidelines and design on-trend print materials and web assets that build equity and communicate brand essence.
- New business development and client management from ideation through completed deliverables.

### **East West Marketing Group, New York, NY**

*Senior Art Director — 2005 to Present*

- Develop brand positioning strategies and design promotional materials from concepts and sketches to final mechanical for established companies such as Kraft Foods, Nabisco, FIJI Water, Bally's and Thompson Hotel Group.
- Key creative participant on photoshoots, new business and client presentations.
- Outsource and manage style-specific artists for 360° promotional programs

*Account Manager — 1999-2005*

- Promoted to Account Executive within first year of hire, serving as client service representative for Nabisco Biscuit Co., Lifesavers, Beck's Beer and Labatt USA (INBEV).
- Grew Nabisco's P.O.S. business from \$.5M to \$1.3MM within first year of managing the account, developing strategic concepts and design executions based on client needs and budgets.
- Led brand building initiatives, customer marketing and local market promotions for Chips Ahoy!, Oreo, the portfolio of Beck's Beer, Labatt USA, Rolling Rock, Tecate, Bass Ale and Stella Artois.
- Financial management – estimating, tracking and invoicing all projects. Team P&L management through revenue projections and cost analysis.

### **Strand 2K, New Jersey**

*Web Developer — 1999-2001*

- Built relationships between clients and developers to communicate web mechanics and logistics to negotiate contracts.
- Lead researcher on prospective clients and their target audiences.
- Wrote, developed and presented proposals to prospective clients and prepared/edited ready-for-use artwork and sound loops for web developer.

## **EDUCATION:**

New School University, New York, NY  
Certificate in Graphic Design and Desktop Publishing — 2002  
Rutgers University, New Brunswick, NJ  
Bachelor of Arts in Communication Arts — 1998  
Member of PRSSA (Public Relations Student Society of America)

## **REFERENCES:**

Patricia Suiu, 212-951-7220 x110, Creative Director, East West Marketing Group  
Tim Murphy, 646-336-7977, Interactive Creative Director, Dogmatic  
Chris Groll, 646-831-1225, Senior Art Director, Nickelodeon