

**DERRICK CHAFIN****EXPERIENCE:****Rock Media Group Inc: Mar.'13 - Current**

NEW YORK, NY

Creative Director; Oversees & hands on with the creative team to help develop the agency's creative product for clients. Creative team includes copywriters and designers, and art directors. Collaborates with Account Executives to make sure the client's needs are being met and the creative goals are on track.

Responsible for developing every aspect of an ad campaign / branding project based on the client's marketing plan, conceptualize those ideas for clients, assign projects to staff and verify the client's deadlines are being met.

Zindigo Inc: Apr.'12 - Mar.'13

NEW YORK, NY

Art Director; Responsible for the conception, design, and execution of digital visuals to be used in online advertising, digital marketing in the fashion world. Work with a small, collaborative group of Designers, to guide their technical and creative contributions to create a unique experience for each brand. We want you to look to Facebook for your favorite brands.

Work exclusively with brands to create a single "look" throughout our work, while making sure all of the small elements come together to make that happen. We strive to bring our clients the new interactive tools, graphics, into the voice of social media. We are bringing a whole new level of commerce to the world, while still maintaining the uniqueness and feel of each of our brands.

Pepe Jeans London: Nov.'09 - Apr.'12

NEW YORK, NY

Creative Director; responsible for overseeing all print, social, TV, E-Commerce, radio and guerrilla marketing tactics for all four brands. Pepe Jeans London, Antique Rivet, Request and Royal Premium. Created brand strategies and direction for each brand. Oversee all projects from conception, layout to final implementation. I planned, directed, formulated and conducted all photo shoots. Worked cohesively with all aspects of the company - photographers, models, stylists, sales, designers, programmers, SEO, merchandisers and trend planners; teamed with analytics group to track customers shopping habits; responsible for all PR events and planning.

Max & Jill: Apr.'11 - Mar '12

NEW YORK, NY

Creative Director; helped launch the Max & Jill 50,000+ sq. ft. department store in several locations; worked closely with buyers and merchandisers to determine seasonal trends; made decisions regarding products and lead photo shoots; created all advertising and collateral both in stores and online.

X-ray Jeans: Dec.'10 - Mar'11

NEW YORK, NY

Online consultant; assisted in the design, layout, coding and functionality of an e-commerce website; provided knowledge and guidance in the quest to buildout the company

Arnold Worldwide: Dec.'09 - Apr.'10

WASHINGTON, DC

Graphic Designer; responsible for assisting the creative team with layout design for Amtrak's new advertising campaign including implementation of guerilla marketing strategy, subway station domination

Ogilvy World Wide Pr: Nov.'06 - Apr.'08

WASHINGTON, DC

Freelance Art Direction/ Design; Created and implemented in the creative for print media, interactive layout design, banner ads, email blasts and website design for Johnson & Johnson, KFC, Heart Truth, and KY. Worked closely with all aspects of the creative department from Designers, Programers and Art Directors.

EDUCATION:**Syracuse University: Apr.'05 - May'09**

School of Visual And Performing Arts, Major in Advertising Design

SKILLS:

Photoshop, Indesign, Illustrator, Dreamweaver, Flash, After Effects, Keynote and MS Office, HTML, CSS, Wordpress, Magento, Square Space, Shopify and Final Cut