

# JAMES WIDENER

ART DIRECTOR & VISUAL DESIGNER

---

## CONTACT

hello@jameswidener.com

jwidener.com

903.707.3861

Texas

Over a decade of experience delivering creative concepts and strategy across digital, social, print and video mediums

---

## SKILLS

Creative Direction  
Branding & Identity Development  
Brand Management  
Marketing Strategy  
Digital Marketing  
Social Media Marketing  
Ad Spend Management  
Meta Performance Ad Sets  
Google & Meta Analytics  
Project Management  
Creative Team Supervision & Management  
Concept Development  
Ideation  
Storyboarding  
Copywriting  
Web and UI Best Practices  
Illustration  
Adobe Creative Suite  
Bilingual (Spanish)

---

## EDUCATION

### Bachelor of Science

Digital Arts & Design

### Full Sail University

2006 - 2010

## EXPERIENCE

### Chief Creative, Brand Strategist

2020 - Current

Mavrik Digital

Creative direction, ideation, and marketing strategy for a wide range of brands across various industries. Ad spend management, analytics and digital marketing. Creative team and business management.

### Sr Designer / Art Director

2014 - 2020

Zimmerman Advertising

Art Direction for AutoNation USA. Lead design for branding and pitch work. Developed and presented quarterly multi-channel ad campaigns, marketing initiatives and brand extensions while managing a creative team.

### Sr Designer, Graphic Designer

2010 - 2014

Pappas Group

Visual design for multi-channel environments such as print, digital and broadcast television. Lead designer for VW credit and Virgin Airways. Participated in pitch work, new business development, and brand strategy. Expanded established campaigns and managed digital and print production.

### Creative Intern

2010 - 2010

Push Advertising

Developed and executed web designs, site updates, managed CMS systems and created visual designs for print and digital environments. Contributed to pitch and new business presentations, photoshoots, and ad campaigns.

---

## ACHIEVEMENTS

Course Directors Design Award

Full Sail University

Digital Art & Design Award of Excellence

Full Sail University

Addy Award AutoNation DRV PINK

Zimmerman Advertising

Work Published

Designing Obama By Scott Thomas

Work Featured

Manifest Hope DC, Exhibition By Obey Giant

Work Published

"HOPE" By Hal Wert

Work Published

For Obama By Shepard Fairey