



**Evan Wieland | Art Director**

## **work experience**

### **GTB | Art Director | 2016-Present**

Client: Ford Motor Company

- Work with internal agency teams and production partners to conceive and create advertising across all media forms.
- Creative lead for multiple regional Ford clients in the western and central US - preparing and attending monthly client meetings to pitch national and regional advertising campaigns.
- Lead AD on vehicle running footage shoots utilized in ads for life of the product.
- Train and mentor Intern and Jr. Creative staff.

### **JWT - Team Detroit | Jr. Art Director | 2013-2016**

Client: Ford Motor Company

- Conceived and created advertising campaigns for Ford spanning broadcast, print, outdoor, digital, social and experiential.
- Learned large scale agency creative process- brainstorming, concepting, storyboarding, pitching creative, shooting, editorial, postproduction, finish, internal and client presentation.
- Maintained knowledge of Ford vehicles, features and claims.
- Contributed to ideation for national and regional work.
- Developed concepts for Ford regional sponsorships including NFL, NCAA, MLB, NHL and NBA teams.

### **Pilgrim Advertising | Art Director Intern | 2012**

Clients: AAA, Gates, Connect For Health Colorado, Rocky Mountain Health Plans, Colorado Wildlife Council

- Gained experience in a professional agency focused on health, wellness and travel brands.
- Assisted in creating ads for broadcast, print, digital, and outdoor.

## **education**

### **Colorado State University**

Bachelor of Fine Arts | Graphic Design Concentration

Graduated May 2012

## **skills**

Art Direction

Graphic Design

Campaign Conception

Storyboarding

Video and Still Photography Shoot Production

Client Presentation

Internal and External Creative Collaboration

Adobe Creative Suite: Photoshop, Illustrator, InDesign

3D Design Software: AutoCAD, Sketchup, Rhino 3D

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