

Richard Hornay

Creative Director/Art Director

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IN BRIEF

High-energy marketer and designer with a wide range of experience in advertising, promotions, direct mail, and special event campaigns. Strong in creating and implementing strategic solutions that will aid in development of receptive brand equity. An established talent in creating eye-catching and persuasive material that stands out in any medium due to a broad comprehension of marketing principles and practices of successful advertising and communication techniques.

KEY ABILITIES

Patient-flexible and direct when managing people and projects. Inspiring-attentive listener who is persuasive and confident in presentations. Works well under pressure and earns the respect of others across various departments and affiliates at all levels.

KEY SKILLS

Well organized while managing multiple projects and tasks. Well-established analytical and problem solving skills when developing projects, special events, and trade shows for clients.

EXPERIENCE

Freelance Creative Director/Art Director (2017-present)

- Create extraordinary-strategic brand advertising and marketing communications for clients directly/Ad agencies/PR firms.

Oklahoma State University/Tulsa, OK (2002-2012) Adjunct Professor

- Taught advanced courses in Advertising Copywriting and Advertising Layout. These courses emphasize the development of specific writing and layout skills for print ads, radio and television commercials, outdoor boards, direct mail, and sales promotion campaigns.

Jenks Public Schools/Tulsa, OK (2002-2017) Art Teacher/Special Ed Teacher

- Taught elementary art education to 5th & 6th grade students-worked with various students in 7th & 8th grade academics.

Tulsa Community College/Tulsa, OK (2002-2003) Adjunct Professor

- Taught course on the marketing principles and practices of effective advertising and communication techniques to undergraduates in Mass Communications.

Duke CMS Advertising/New Orleans, LA (1999-2001) Creative Director

- Accountable for the creative product produced by the agency.
- Responsibilities included; supervising creative, traffic and production departments in the creative development of broadcast, print, and promotional material for national clients such as Ruth's Chris Steak House, Wild Oats Natural Food Stores and Marie Callender's Corporate and Franchisee's Restaurants
- Developed comprehensive marketing plans, strategies, tactics and programs to insure the most effective way of achieving a brand personality to increase market share for clients. Coordinated marketing efforts between corporate and franchisees for cohesive marketing programs for Ruth's Chris Steakhouse and Marie Callender's Restaurants.
- Originated and implemented internal traffic systems, creative work plans and performance reviews.
- Initiated departmental budgets for supplies, software, computers and salaries, worked with and approved various outside vendors.
- Collaborated with PR Department in creating events and press releases related to clients brand personality.

Cooper HMS/Miami, FL (1997-1999) Senior Art Director

- Collaborated directly with Creative Director, Media Director and Promotional Department in developing objectives for establishing a brand personality that would foster client growth through the creation of cohesive and integrated national campaigns for such clients as The Florida Lottery, Carnival Cruise Lines, Premier Cruise Lines, Sunglass Hut International and the South Florida Ford Dealers.
- Assisted in developing internal creative work plan. Oversaw photo shoots, illustrations, music, editing and production of various ad materials for clients.

Bronner Slosberg Humphery/Boston, MA (1996 -1997) Senior Art Dir.

- Developed and implemented integrated marketing strategies which assisted various division in obtaining growth and profit objectives by including print, direct mail, special events, that fostered the client's brand equity. These clients included Fidelity Investments, AT&T Communications, GMC, and American Express.

Littlefield Advertising/Tulsa, OK (1993 -1996) Assoc. Creative Director

- Assisted in supervising creative department and the creative development of broadcast, print and promotional material to insure the most effective way of achieving a brand personality for clients that would increase market share. These clients included Laufen International Tile, Bank of Oklahoma, Oklahoma Department of Commerce, Superstar Satellite Entertainment and the United Video Satellite Group.
- Mentored young creatives in the agency and community

DMB&B/St. Louis, MO (1990-1993) Senior Art Director

- Created national campaigns contributed to brand equity and clients profitability. Oversaw photo shoots, illustrations, music, editing and production of various advertising materials for clients such as M&M/Mars, Ernst & Young, Michelob Beer, Boatmen's First National Bank, Chi Chi's Mexican Restaurants, and the Brown Shoe Company.

Foote, Cone & Belding/Chicago, IL (1989 -1990) Senior Art Director

- Created national campaigns that built brand relationships between consumers that helped clients reach profit projections. These clients included Citicorp, Citicorp Diners Club, Kraft General Foods, Pearl Vision Centers and the Wisconsin Milk Marketing Board.

Weber Cohn & Riley/Chicago, IL (1983 -1989) Art Director

- Was instrumental in developing various integrated marketing campaigns that included broadcast and print material for such clients as Brown's Chicken Restaurants, Spirit of Chicago Cruise Ships, Arlington International Race Course, Great American Federal, Mayfair Regent Hotel, MacNeal Hospital and Centel Cable TV.

EDUCATION

Illinois State University, Normal, IL

B.S./Visual Communications May 1980

AWARDS AND ACTIVITIES

Oklahoma Art Educators Association, National Art Education Association, New York Art Director's Annual, The One Show, National Addys-Chicago, St. Louis, Tulsa, Miami, and New Orleans