



DEANNA CAMP : RESUME & WORK DESCRIPTION

2005-Current

PARTNER / Camp Creative / Spokane, WA

Camp Creative provides full-service creative and communications solutions to a wide variety of industries, specializing in non-profit, public schools, retail industries. Services provided are corporate ID, brand development and marketing strategy, collateral and POS design, advertising creative services, communications strategy, interactive design, infographics.

CLIENTS: The University District, Spokane Riverkeeper, Inland NW Land Conservancy, Mountain Family Health Centers, Ritters Garden & Gift, McKinstry, Spokane Jazz Orchestra, Mead School District, Deer Park School District, GSI Outdoor, Main Market Co-op, Power City Electric, Riverside School District, East Valley School District, Medical Lake School District, EcoThrift-CA, Mobius Science Center, Corner Booth Media, Spokane Area Workforce Development Council and The Scoop Ice Cream.

2003 - 2005

PARTNER / Synchro Advertising / Bellevue, WA

Directed all aspects of creative concept development, advertising, design, production and creative staffing. Managed client relations and creative presentations for ongoing new business development.

CLIENTS: Premera Blue Cross, Concordia Coffee, Ygnition Communications, Rosso Nursery, Enlightened Gear, Jim Lloyd Realtor and Madrona Moose Children's Clothing

1998 - 2003

SENIOR ART DIRECTOR / DESIGNER / PHOTO ART DIRECTOR, Recreational Equipment Inc. (REI) / Seattle

Job responsibilities included creative concept, design, execution and workflow management for a 70-store multi-channel outdoor retailer, with strong online and catalog presence. I was responsible for execution of catalogs, sale event flyers and in-store support, full-price flyers, and brand collateral over a 5 year period. Led creative team of 6-8 to develop concepts through production, on time and budget. Managed hiring design freelance as needed and managed annual freelance budget. Directed planning and execution of all photography in studio, and on location. Selected national caliber photographers, stylists, producers, models and locations for each project and managed photo crews on location. Successfully partnered with cross-divisional teams in Merchandising, REI Brand Product Development, Novara Bikes, REI Adventures, Online and Retail Operations to ensure brand continuity to the REI customer across all lines of business. In addition, I was responsible for the consistent execution of REI brand across all lines of business.

1994 - 1998

ARTIST'S REPRESENTATIVE, Kolea Baker Artist Representative, Inc. / Seattle

Tracked and recorded all incoming and outgoing assignments, prepared estimates and negotiated fees. Co-conceived and produced promotional materials for all national and local promotions, direct mail and advertising efforts for ten commercial artists and photographers.

1990 - 1994

SENIOR ART DIRECTOR, Starr Seigle McCombs / Honolulu

Job responsibilities included creative concept development for all agency marketing and new business initiatives: art direction, design, TV art direction and photoshoot management.

CLIENTS: Ala Moana Shopping Center, Bank of Hawaii, Continental Airlines, Princeville Resort, Halekulani Hotel, Mauna Lani Hotel, and Governors Read To Me campaign.

1985 - 1990: **PARTNER / ART DIRECTOR**, Creative Works Advertising / Seattle

1980 - 1985: **ART DIRECTOR**, Strom and Hunter Advertising / Spokane & Bellevue, WA

Education

Graduated The Burnley School of Professional Art / Seattle Art Institute, 2 year certificate/AA

University of North Dakota, one year on fine art scholarship

Other Stuff: Teaches art and yoga. Flyfishes and camps. Expert fire builder.