

| my (professional) life |

an autobiographical resume



by

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| f o r e w o r d |



nce upon a time I learned that my creative edge made a difference to my employer, my clients and to my audience.

My ideas moved, motivated and inspired, and quite frankly paid well. Amidst the high-profile clientele, agency fast-pace and digital paradigm shift, I discovered this emerging desire, this absolute drive to find a more meaningful position of purpose.

Hello, my name is Annette Vogt. I'm a creative professional, a vital cog in the freelance wheel in the greater Chicagoland area—where I enjoy the opportunities but continue to explore new channels for more meaningful freelance creative or the right full-time fit. I'm a huge advocate of brand marketing, the user experience and how it relates to advertising: on, off, above or below the line. I love to concept, but I also make it my business to keep my skill set current. That said, I will forever be "hands-on" a project from start to finish.

I honed my agency skills in direct response for print, but I've also had the privilege of working with web, digital & retail signage, events, branding, promotions and cross-channel campaigns. While **I've executed many ground breaking projects and initiatives** over the last ten years at various agencies and clients, I continue to pursue life-changing creative where it benefits a mutual bottom line, yours and mine.

The moral to this story, is that I'm looking to shape this chapter of my career as my personal best with a company that is making a difference. Are you in the market for a creative force that can truly enhance your bottom line and creative experience? Review my qualifications, my work, click on my digital promo or call me today. Thank you for your consideration.

Sincerely,
Annette Vogt

c u r r e n t l y

2007-present, Freelance Consultant

Independent & Placement Projects

Launch Creative. Retail displays & collateral for Sara Lee.

Reliable Plus. Re-branded this profitable b2b company in MN with Turtle Wax through corporate identity piece. Concepts for direct, trade & web.

Potbelly. Corporate presentations, eblast graphics, web pages, posters.

Sears. Truck Wrap designs, take one, space advertising.

Aspen Marketing Services Freelance

Email blasts for Volvo, GM, Sears, Allstate. Web development US Bank, RFP conceptual consultant for Walmart Direct.

ConAgra. Design selected as the established look & feel for Hunts "Tomato of the month." Design migrated into retail POS, fsi, web, digital and collateral.

Qwest Communications. • Helped create a strategic "look & feel" on this rapidly growing telco account. • Conceived and executed groundbreaking holiday catalog, eventually leading to print runs of 3 million annually of 16 versions that exceeded expectations, subsequent versions pulled well for 5 years, led to other seasonal catalogs and promotions. • Overhauled win-back campaign and created a simple year-in-review diagram that became the Aspen standard to analyze customer response. • Organized creative server to streamline access and retrieval. • Created award-winning holiday retail program. • Created comprehensive multi-component presentation campaign kit for field reps that helped winback customer base in southwest markets.

American Residential Services. Won substantial piece of business from national Heating/Cooling/Plumbing network based on new creative. Updated look and feel of programs while keeping brand essence. Increased profits exponentially.



e x p e r i e n c e

2004-2007 Sr. Art Director

Aspen Marketing Services Inc. Manage art & design of consumer direct mail (DM), referral programs, web support, event graphics for Qwest Communications. Misc, creative for Motorola, SBC, Mutual of Omaha, CitiBank, Cingular, ConAgra, ARS, Aspen Premiums Division.

2001-2004 Freelance Creative

MAB Advertising, Inc. DM and collateral for Lettuce Entertain You Enterprises, Sears Parts and Repair Centers, Arquest, Inc. **M-K-T-G Inc.** Integrated line of direct products for Preferred Hotels. **Townsend** Discover, Bank of America, Grainger DM assignments.

2000 Associate Creative Director

BrannBlau-Chicago Supervise staff of art directors and copywriters. Develop positions, techniques, strategies and present concepts for DM. Lift response and enhance customer base for Bally Total Fitness, American Bar Association, Metris and Transmedia.

1999 Freelance Creative

Lowé Lintas Columbian Advertising Concept and produce results-driven promotions for Ameritech, Discover, Sears.

1997-1998 Senior Art Director

The Core Organization, Inc. Create, develop and present direct response programs for Allstate, Crestar, Home Depot, National City, Sears, Smith Barney.

1990-1997 Design Manager

McGraw-Hill, Inc. Work with freelance and permanent staff to design and produce 100+ book jackets annually. Set style and standards for catalogs, direct response and collateral for Professional Business Division.

Expert: InDesign, Illustrator, Photoshop, Image Ready, Quark, Fireworks

Working Knowledge: Flash, MS Office, Dreamweaver, Acrobat

Graduate: Northern Illinois University, BA

Web Certificate: Columbia College, Chicago

