

# Todd M. Zimmerman

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ART DIRECTOR | DESIGNER | CONSULTANT

TODDMZIMMERMAN.COM | TODDMZIMMERMAN@GMAIL.COM | 410.916.4833

## SUMMARY OF QUALIFICATIONS

Accomplished and results-driven design professional with over 20 years of experience in the publishing, print, and promotional design industries. Adept at leading visual projects from concept through completion, including magazines, annual reports, marketing campaigns, and digital content. Proven ability to manage creative teams, oversee brand development, and execute compelling visual strategies across print, digital, and social platforms. Strong leadership in project management, creative direction, and client relations, with a history of improving brand visibility and profitability. Expert in Adobe Creative Suite and digital marketing tools, with award-winning work recognized by national and regional design organizations..

## EXPERIENCE

### **Design Consultant** | Todd M Zimmerman Design | Baltimore, Maryland

- Worked with staff to produce quarterly business-to-business magazines, marketing and collateral materials
- Designed advertising and presentation materials to support vendors at national craft shows
- Art directed book designs, theater programs, social media advertising campaigns and other designed materials for a variety of clients

### **General Manager** | Charm City Chocolate | Baltimore, Maryland

- Created modern product design and packaging to improve profit margins
- Developed strong brand identity and established social media accounts to build brand loyalty through direct digital email and newsletters
- Designed engaging social media posts and conceptualized online advertising campaigns
- Built and maintained an e-commerce website; including seasonal themes, product photography, marketing campaigns and online advertising

### **Assistant Managing Editor, Visuals** | The Daily Record | Baltimore, Maryland

- Managed design and photo staff to maximize productivity while utilizing fewer resources.
- Directed the concept, design and production of more than 40 magazines and tabloids yearly
- Created award-winning designs for print and online publications, including news pages, annual reports, infographics, logos, multimedia, advertising and marketing materials
- Led seminars on graphic design

### **Art Director** | The Daily Record | Baltimore, Maryland

- Created page layouts, brochures, logos and graphics for multiple publications
- Designed promotional materials including media kits, marketing collateral, posters and billboards
- Worked with state agencies to develop and design annual themed magazines and publications
- Produced custom PowerPoint presentations, communicated with editors

## EDUCATION

*Bachelor of Arts*, University of Florida, Gainesville, Florida

## PROGRAMS

Proficient in Adobe Suite: InDesign, Photoshop, Illustrator, Microsoft PowerPoint, Social media posting on Instagram, Facebook

## AWARDS

Design and advertising awards from Society for News Design (SND), National Newspaper Association (NNA), Maryland, Delaware and D.C. Press Association (MDDC), Chesapeake Associated Press, Society of Professional Journalists (SPJ)