

Todd M. Zimmerman

ART DIRECTOR | DESIGNER | CONSULTANT



TODDMZIMMERMAN.COM | TODDMZIMMERMAN@GMAIL.COM | 410.916.4833 | BALTIMORE, MD

SUMMARY OF QUALIFICATIONS

Creative and results-driven graphic designer and art director with 20+ years of experience in visual communication, branding, and multi-platform design. Skilled in Adobe Creative Suite (InDesign, Photoshop, Illustrator) and experienced in producing award-winning print, digital, and social media content. Proven success in creative direction, layout design, packaging, marketing collateral, and e-commerce branding. Strong collaborator with a track record of delivering impactful designs that elevate brand identity and drive audience engagement.

CORE SKILLS

- Graphic Design & Visual Storytelling
- Art Direction & Creative Strategy
- Branding & Corporate Identity
- Print & Digital Layout Design
- Marketing Collateral & Advertising Design
- Packaging Design & Product Branding
- Social Media Content & Campaign Design
- Infographics, Logos & Multimedia Assets
- Project Management & Cross-Team Collaboration
- Adobe Creative Suite (InDesign, Photoshop, Illustrator)
- Microsoft PowerPoint
- Social Media Platforms

EXPERIENCE

Design Consultant | Todd M Zimmerman Design | Baltimore, MD

- Designed B2B magazines, marketing collateral, and advertising materials for diverse clients.
- Created social media campaigns, promotional content, and presentation materials to support national events and vendors.
- Provided art direction for book design, theater programs, and branded content, ensuring consistency across platforms.

Creative Director | General Manager | Charm City Chocolate | Baltimore, MD

- Developed a brand identity system including modern packaging, logos, and marketing design to strengthen brand presence.
- Designed e-commerce website and seasonal product campaigns, including photography, newsletters, and online ads.
- Produced digital content for social media to increase customer engagement and drive sales growth.

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

- Directed design and photography teams, overseeing production of 40+ magazines and tabloids annually.
- Created award-winning page layouts, annual reports, infographics, logos, and marketing collateral.
- Led professional design seminars, training staff in design best practices and software proficiency.

Art Director | The Daily Record | Baltimore, Maryland

- Designed brochures, logos, graphics, and promotional materials across print and digital platforms.
- Collaborated with state agencies to produce themed annual publications and advertising campaigns.
- Delivered custom PowerPoint presentations and supported editorial teams with strong visual design.

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

Recipient of multiple design and advertising awards from: Society for News Design (SND), Society of Professional Journalists (SPJ), National Newspaper Association (NNA), Maryland, Delaware & DC Press Association (MDDC), Chesapeake Associated Press, Society of Professional Journalists (SPJ)

References available upon request