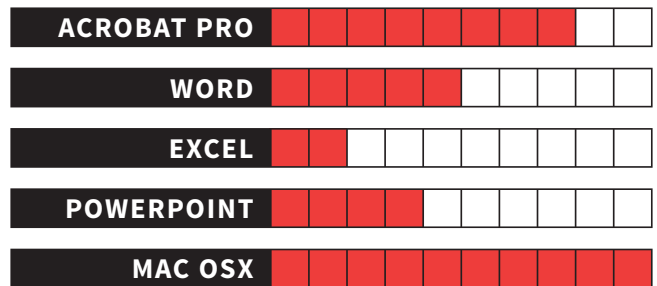
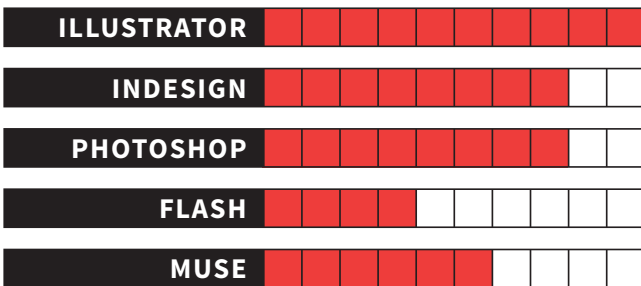


Phillip Clark

I specialize in art, design and management.

Professional experience includes: fine art, graphic design, illustration, art direction, project management, client consultation, marketing strategies, brand development, screen printing, product development, printing techniques, gallery curation, event production, specialty retail concepts and merchandising.



EXPERIENCE

EQUALITY FLORIDA / 02.2014-PRESENT

St Petersburg, FL | eqfl.org

Design Manager

- Design and manage all aspects of visual collateral for the southeast's largest LGBT organization, including: event materials, digital communications and advertising,
- Create and update graphics for Equality Florida's website
- Produce brochures, apparel and promotional products to support organizational fundraising
- Manage inventory from vendors to team members throughout the state of Florida
- Coordinate the delivery of breaking news communications
- Maintenance and quality control management of the internal work order system

BLUELUCY / 12.2001-10.2015

St Petersburg, FL | bluelucy.net

VP and Creative Partner

- Co-Founded Bluelucy art and design
- Created art and themed exhibits
- Designed advertising materials and brands for hundreds of businesses and organizations
- Co-Managed and curated the Bluelucy Art Gallery
- Created community revitalization initiatives

TAMPA BAY TIMES / 04.2012-10.2013

St Petersburg, FL | tampabay.com

Team Leader - Strategic Design Team

- Promoted to creative leadership role within six months
- Managed the creative department's strategic design team consisting of six top-level designers responsible for luxury brands, spec work, new accounts and at-risk account recovery
- Designed print ads, web ads, sales material, billboards, direct mail, logos, and special promotional items
- Worked directly with creative marketing directors and sales managers on various projects and large scale campaigns
- Managed high volume workflows ensuring quality and delivery standards
- Advertising art direction for Bay Magazine, the company's luxury lifestyle publication

Senior Designer

- Designed special advertising sections for internal and external clients
- Produced retail advertising for daily news publication
- Created POP display advertising
- Designed internal forms and newsletters
- Redesigned all branding for the Tampa Bay Times Expos
- Worked directly with sales reps to ensure client satisfaction

EXPERIENCE

LOGO HQ / 2009–2011

St Petersburg, FL | mylogohq.com

Senior Designer

- Designed graphics for apparel and promotional products
- Managed projects from creation to final production
- Coordinated with clients, vendors and distributors
- Output art for screen production

HITMASTER GRAPHICS / 2008–2009

Tampa, FL

Designer and Screen Printer

- Designed and output graphics for apparel and products
- Retouched art and recreated images for ideal reproduction
- Operated manual and automatic press

MOJO PUBLISHING / 2004–2006

St Petersburg, FL

Designer

- Designed and managed the production of a 200 page guide
- Proofed and prepared all files for final production
- Directed photo shoots

LIGHT MAGAZINE / 2002–2003

Boston, MA

Designer

- Created brand, style and ads for a monthly A&E magazine
- Designed and prepared publication for printing
- Worked directly with publisher, sales team and printer

CIAVARRA DESIGN / 2000–2001

Boston, MA

Junior Designer

- Worked on various projects ranging from promotional materials, packaging concepts and identity development
- Assisted in new business generation and presentations

SPECIALTY RETAILERS / 1994–2000

Atlanta, Boston and St Petersburg locations

Sales Manager / Visual Merchandiser

- Five years managing high volume retail stores
- Daily focus on customer service, selling, training, hiring, merchandising, P&L accountability, Loss prevention
- Lead several corporate field studies to determine new product success rate probabilities
- Specialized in store openings and problem store recovery

NOTABLE ACHIEVEMENTS

THE 600 BLOCK / 2008-2015

St Petersburg, FL

Established the Bluelucy Art Gallery in conjunction with a city initiative; a once empty block of historic arcades was transformed into a thriving arts district.

ARTILLERY APPAREL / 2006-2008

St Petersburg, FL

Created and designed several graphic t-shirt collections. Including trade booth design and strategy for a launch at Surf Expo 2007.

ST PETE SHUFFLE / 2005-2008

St Petersburg, FL

Co-Created a community revitalization initiative to restore one of St Pete's historic landmarks – The St Pete Shuffleboard Club. By creating a Friday night event called "The St Pete Shuffle," membership levels soared. With the renewed community participation came funds from the city and donors to restore the club. My efforts helped generate national interest which resulted in a New York Times focus story. I received an honor from the Mayor of St Petersburg for my role in this endeavor. Today the Shuffle is still going strong.

BY LOCAL / 2001-2003

Cambridge, MA

Organized and worked with a group of Cambridge based artists, who worked to develop new methods of art exhibition. By Local produced several art exhibits and auctions.

Graphic Design: Now in Production

2012 | The Smithsonian Design Museum | NYC

Manifest Hope D.C.

2009 | Irvine Contemporary | Washington D.C.

Taper Matter

2008 | Plátano Rock | Santa Cruz De Tenerife, Spain

Retro-Perspectives

2008 | Museum of Fine Arts | Tampa, FL

6th Annual Zodiac

2007 | Dali Museum | St Petersburg, FL

Creative Loafing, Sensory Overload #1

2006 | The Cuban Club | Ybor City, FL