

# david fisher



## Experience

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**GWP, Inc.**  
**Bridgewater, NJ**  
**1999-2003**

### *Senior Art Director*

Consumer Packaged Goods and Services Sales Promotion Agency.

Responsible for projects from concept through completion. FSIs, POS, Collateral, Intranet. Manage work flow of creative department, including scheduling and budgets of both staff and freelance.

#### **Clients:**

Novartis Consumer Health, GlaxoSmithKline, Nabisco, Lipton, Pfizer

**The Mega Group**  
**Robbinsville, NJ**  
**1996-1999**

### *Creative Director*

Business to Business, Consumer and Trade Marketing Agency

Manage creative department staff and freelance.

Responsible for quality and direction of agency creative product, concept, design, copy and production. Schedule and direct photo shoots. Attend press runs

Business to Business Advertising and Marketing, Direct Mail, Catalog, Sales Literature, Package Design

#### **Clients:**

Bracco Diagnostics, Chemunex, Office Interiors, Truecraft, K. Hovnanian, Yale Materials Handling, Tarkett, Besam, SL Waber

**KH Advertising**  
**Hackettstown, NJ**  
**1994-1996**

### *Creative Director*

Consumer and Trade Advertising Agency. Manage creative and production departments. Responsible for creative product from concept through completion. Manage creative staff and freelance.

Desktop design and production. Schedule and direct photo shoots. Attend press runs

Consumer and Trade Advertising, Sales Collateral, POS, Package Design, Direct mail

#### **Clients:**

Ricola, Burrells Information Services, Philips Lighting, Rudolph Technologies

**Dugan, Valva, Contess**  
**Morristown, NJ**  
**1988-1994**

### *Associate Creative Director*

### *Senior Art Director*

### *Art Director*

Advertising, Marketing and Sales Promotion Agency.

Manage creative staff and freelance. Responsible for creative concept through completion. Schedule and direct photo shoots. Attend press runs

Consumer and Trade Advertising, Sales Collateral, POS

#### **Clients:**

AT&T, Durkee/French Foods, Reckitt & Colman, Benkiser, Johnson & Johnson, Warner Lambert, Tesa Tape, Wampler-Longacre, Melitta Coffee

**QLM Associates**  
**Princeton, NJ**  
**1986-1988**

### *Associate Art Director*

### *Studio Manager*

Consumer Packaged Goods and Services Sales Promotion Agency.

Responsible for design and comprehensive layouts.

Ordered supplies and managed inventory of creative department tools.

#### **Clients:**

Becton-Dickinson, Johnson & Johnson, Mettler-Toledo, Prince

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Skilled in Quark Xpress, Adobe Illustrator and PhotoShop, Distiller and Acrobat, Fetch, Microsoft PowerPoint and Word, FlightCheck Collect among others

## Education

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Fairleigh Dickinson University  
Teaneck, NJ

BA in Fine Arts  
Minor in Advertising Design

