

ACCOMPLISHMENTS of GREGORY CUTSHAW

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Online Portfolio & Additional Information:

www.creativehotlist.com/Individuals/Details/113985

MITCHELL GRAPHICS

BRAND ADVERTISING AND MARKETING COORDINATOR, 2010-2012

Mitchell Graphics is a mid-size commercial printer with national as well as regional accounts. A pioneer in postcard marketing, Mitchell Graphics is in the process of re-branding itself as a competitive communications company that specializes in integrating web and digital technologies into their customers' communication programs. Their competitive difference is their reputation for providing high-quality products and unparalleled services to their customers.

Key responsibilities were in marketing and advertising design, copy and content development for web, digital and print, design and overflow preflight production.

- Wrote the company's marketing plan based on previous experience on the customer side and due diligence in researching where the company had come from and where it wanted to go.
- Initiated a re-branding of the company's identity with an update of their signature to re-emphasize who they were — "Mitchell Graphics", an integrated communications company.
- Redesigned the company's website and identity to emphasize their competitive difference — "Real People. Real Solutions." — featuring pictures of real employees in real situations. This was done to put a face on the name on emails or at the other end of the phone, and to foster a familiarity that would ultimately strengthen the customers' allegiance to the company.
- Wrote, designed and produced the company's quarterly newsletter, "It's All about Communications". Produced in both printed and digital formats, the newsletters were educational in nature, i.e., included a column titled, "Production Tips", featured articles on integrating communications programs, etc., The newsletter were also used to introduce readers — customers — to the company's new products and technologies.
- Branded the company's web-to-print and digital capabilities as, "Mitchell Graphics Online Solutions"; a brand extension as opposed to a completely separate product.
- Designed and executed print and online test marketing and promotion campaigns to establish benchmark data for designing and budgeting the company's advertising and marketing programs.
- Became an expert in QR Code design, utilization and implementation. This included learning how to custom design QR Codes to incorporate company signatures, trademarks, etc. It also included writing, designing and producing a +/-100 screen PDF titled, "The Design and Potential of QR Codes", that was presented to local Chamber of Commerce members and made available online as part of Mitchell Graphics', "Learn & Earn", an educational program for customers.

OLDE WORLD CABINETRY

MANAGER, COMMUNICATIONS, 2006-2008

Olde World Cabinetry, Inc. was founded in St. Petersburg, Florida in 1995, by Nancy Braamse and her husband, John, with the mission to impart their knowledge, professionalism and over 20 years of experience in both the residential and commercial custom kitchen and bathroom design field to meeting and exceeding customers' expectations. Their high quality and personalized mark has been left in homes throughout the U.S., Canada and the Bahamas.

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(OLDE WORLD CABINETRY continued)

Although my primary function at Olde World Cabinetry was to translate the designs into high-end, i.e., \$50-300K per project, custom-built cabinet orders; my responsibilities quickly encompassed those of being the company's in-house design studio, advertising agency and Brand Communications Manager.

- Completely redesigned the company's identity from designing a trademark that conveyed both the sense of "old world" craftsmanship and contemporary design embodied in the company's product, to creating a system for applying it to business papers, advertising, building and vehicle signage.
- Planned, purchased and placed advertising in media appropriate to company's high-end demographics as well as existing and projected market areas. This included placing print ads in the "Dupont Registry", "Industry", "Tampa Bay", "Bay", magazines in the Tampa-St. Petersburg, Sarasota, and Ft. Lauderdale-Miami metropolitan areas.
- Designed the office and retail space for renovation and expansion of the company's location in Largo, Florida.

AMERICAN SPOON FOODS, INC.

Art Director, 1999-2001; Brand Communications Manager, 2001-2006

American Spoon Foods, Inc. (American Spoon) was founded in the early 1980's as one of the country's premier specialty food companies. Using only the finest ingredients, including fresh, regionally-grown fruits from the northern fruitlands of Michigan, every product is hand-crafted in small batches and cooked in copper kettles in a traditional way associated with "homegrown" and preserved products.

In 1999, American Spoon had annual sales of approximately \$7.3M derived from three channels: 1. catalog sales (35%), 2. retail and wholesale sales (30%), and 3. foodservice sales (35%). The food service channel was primarily sales to airlines and ceased to exist on September 12, 2001. (It was replaced as a channel later that year by the addition of the American Spoon Gelato and the American Spoon Gelato Café.)

The company's founder and President frequently explained the difference between American Spoon and its competitors was that, "We put our money in the product, not in the packaging." My challenge was to be innovative while improving the brand equity of labels and packaging within tight budget constraints in order for the company to maintain the high quality of ingredients in its products.

- Updated and refined the company's identity and brand communications materials as well as established a cohesive system of brand identity for the company and licensed stores.
- Consolidated and managed all creative functions, with the exception of some illustration, in-house. Heretofore ads, collateral, store support materials, and labels had been done by the in-house designer; bi-annual catalogs were done under contract with an outside designer; and web/email related design were done by an external service provider.
- Negotiated and renegotiated copyright ownership of all purchased illustrations, artwork and photography to better maintain the company's brand equity in their use.
- Redesigned and converted labeling for the company's 125+ jar products line from two labels per product, i.e., front "splash" label and back ingredients and nutritional label, to one label per product while retaining all of the obligatory as well as customer oriented information. This redesign was undertaken not only to reduce costs, but to better showcase the beauty and visual appeal of the "handcrafted" products and quality of the ingredients used in them. It proved to be enthusiastically embraced by both management and customers. It also reduced label costs by one-third, inventory as well as inventory space by one-half; reduced label application and make-ready labor time and associated costs by half as well as manufacturing losses (as estimated by the Production Manager) by an estimated one-third to one-half.
- Redesigned larger gift boxes utilizing the "off the shelf" raw natural-Kraft corrugated as an inherent design component to replace custom-coated black corrugated boxes which resulted in a 10-15% per unit cost savings.

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(AMERICAN SPOON FOODS continued)

- Redesigned the smaller two- and three-jar (both 8oz. and 12oz. jar sizes) gift box packaging. The new natural-Kraft corrugated "window" boxes with built-in handles replaced custom-coated black corrugated boxes with hand-applied folk art labels. This not only reduced the per unit packaging cost by two-thirds to three-quarters, the windows promoted easy visual identification of products as well as subliminal self-promotion by utilizing the colorful product labels and color palettes as design elements. They also proved to be popular quick "cash and carry" gifts for store customers.
- Designed and executed branding and floor plan layouts of licensed stores in Northville and Ann Arbor, Michigan.
- Proactively established an internal public relations capability as well as relationships with principal industry media contacts and regularly sent out new product, packaging and catalog releases, resulting in an increase in inquiries and coverage by the press and media.

AMERICAN SPOON GELATO CAFÉ

BRAND COMMUNICATIONS MANAGER, 2001-2006

American Spoon Foods opened the American Spoon Gelato Café (Gelato Café) in the summer of 2001 next door to the original store in the historic Gaslight District of Petoskey, Michigan. Manufacturing gelato and sorbetto (Italian sorbet) was an obvious "brand extension" of the company's expertise in processing and preserving the bountiful fruits and flavors of the region, i.e., the "northern fruitlands" along the Lake Michigan coast of western Michigan.

The Gelato Café is a working "gelateria" fashioned after a true Italian gelateria where all natural, authentic Italian-style gelato and sorbetto are made as well as some of the region's best ingredients are showcased in a menu designed with American Spoon products.

- Designed the complete identity and trade dress for the café and its products, including all business papers, advertising materials, packaging for hand-packed, "cash and carry" products, signage, graphics for interior and exterior environmental elements including awning, informational signage, decorative wall elements, uniforms and menus. I utilized a black and white striped awning motif throughout as a cohesive element that is not only a key element of American Spoon's trade dress, but because it is also the traditional trade dress of authentic Italian gelaterias.
- Designed the trade dress for licensed locations as well as a seasonal (winter), kiosk-style location at Nubs Nob ski area and a gelato cart for seasonal (summer) licensed use on the grounds of the Grand Hotel on Mackinaw Island.

EMPLOYMENT ACTIVITIES BY DISCIPLINE of GREGORY CUTSHAW

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CREATIVE MANAGEMENT & ADMINISTRATION

- Managed internal and external creative assets as well as cross-functional agency partners on a global basis for multinational clients in food, travel and digital products industries
- Managed creative, production and support functions with up to 10 direct reports as well as freelance resources
- Ideated, created and lead copy, content and design initiatives based on both short- and long-term strategies
- Managed accounts including fiscal planning, client services, budget estimating and controls, billing, project management and resource scheduling
- Designed, budgeted and implemented computer graphics capabilities for agencies, corporations and institutions
- Wrote, budgeted, and successfully pitched annual marketing plans to upper-level client management

ART DIRECTION & DESIGN

- Art directed studio and location photography
- Designed innovative consumer packaging and labeling for preeminent specialty food company and their partners
- Designed and art directed consumer and trade communication materials for a diverse range of clients and industries
- Designed, logos, trademarks, and brand identity systems for CPG, services and durable goods
- Designed trade show booths as well as retail space for new and existing specialty food stores and café
- Designed and art directed websites for a number of clients
- Designed and art directed B2B and B2C email blasts and promotions

CREATIVE DIRECTION & WRITING

- Ideated, wrote and managed creative projects for full-service advertising agency, financial public relations firm, nationally affiliated marketing communications firm, and premier specialty food company
- Developed and wrote copy and content for agency and small business websites
- Initiated copy and creative content in B2B, B2C, trade and consumer advertising, direct mail, collateral materials, corporate and marketing communications, multimedia presentations and technical publications
- Wrote, directed and produced consumer radio commercials, multimedia and corporate presentations

MARKETING ACTIVITIES

- Extensive experience in corporate, retail, product, service and technology branding, naming and positioning
- Conducted market analysis for products and name recognition for companies in business, consumer, financial, food, industrial and medical sectors

PUBLIC RELATIONS ACTIVITIES

- Managed new product, service and technology introductions, and production of associated materials
- Produced and managed multimedia annual meeting presentations
- Lead teams and activities supporting crisis management situations in energy and specialty food industries
- Ideated and initiated public relations activities and opportunities in collaboration with internal and external senior management, legal, marketing and communications departments as well as cross-functional partners and agencies
- Managed agency public relations and service support personnel responsible for day-to-day client support and media relations activities