

**JERRY SISTI**

2665 Eldorado Pl  
Snellville | GA | 30078

760.310.6160 | mobile

jsisti@cox.net

sisticreative.com  
creativehotlist.com/j-sisti



Art Director | Writer | CD

**SUMMARY:** Award-winning art direction, design & copywriting, Cross-media branding & advertising campaigns, Messaging platform and content development.  
Integrated communications experience in social media, web, print, broadcast, direct, packaging and collateral.  
Seasoned manager of staff and freelance creatives. Adobe CC expertise and MS Office proficient. Working knowledge of WordPress and CMS.  
Strong presentation skills & client relationship building.

**SOCIAL MEDIA, URLS, BROADCAST & VIDEO:**

[Bearpaw Fall & Winter Broadcast, 2017](#) | [2016](#) | [CND Shellac™](#) | [SpaManicure](#) | [SpaPedicure](#) | [Rouge Vodka BBQ](#) | [Paparazzi Karaoke](#) | [The Good Feet Store](#) | [Knee, Hip & Back](#) | [Michael](#) | [analogchew.com](#)

**WORK EXPERIENCE:****FREELANCE**

8/09 - Present

Art Direction, Messaging, Content Development and Writing for Social Media, Direct Mail, Print and Broadcast

AgileOne/Apple, Alere, Avia, Bearpaw, Ryka, Nevados, CND, GREY San Francisco, The Good Feet Store, Blue Cross Blue Shield, Greenhaus, Barratt American, Harrah's, ADWORKS, The Washington Post, LION Bioscience, Miriello Grafico, Corsair Marine, Janis Brown & Associates, Sharp HealthCare, Rouge Vodka, POM Wonderful, Teleflora

**CND**

Vista | CA  
Creative Director  
5/08 - 8/09

Developed and steered the brand look voice and messaging platforms of a \$68 million + per year global cosmetics and skincare company. Strategic development, naming, positioning, copywriting and art direction for product launches, advertising, web, online brand center, direct mail, collateral, P.O.P., packaging and quarterly magazine. Conceptualizing and art direction of beauty and fashion photography and retouching. Development of brand guidelines for international distributor network. Supervision of staff and freelance designers and production resources.

**MARKETING DESIGN GROUP**

San Diego | CA  
Creative Director

World Market Center:  
Las Vegas Market & Design Center, SEMA Show, George Little Mgmt: San Francisco Int'l Gift Fair & Seattle Gift Show, Pacific Market Center, Hanley Wood, MAGIC

**CAMPBELL MITHUN**

Irvine | CA  
Associate Creative Director

AirTouch Cellular, Verizon Wireless

**NKR&B**

San Marcos | CA  
Creative Director

FOUR•S Baking (Weber's Bread), QuadraMed Corp, SGI International (Spalding Sports Drinks), Eco Terra Earth Friendly Foods, L3 Communications, Chandon Estates/Domaine Chandon

**SISTI CREATIVE SERVICES**

San Diego | CA  
Creative Director & Owner

Peter Pan Industries, Advertiser's Display Binder, Computer Intelligence/Ziff Davis, American Chiropractic Network, Insight Electronics, Axis Components, Sandesa Software, ComFocus, Okells Fireplace, Aaron, Paine & Korb, North American Tours, Jostens Learning

**PRIMUS ADVERTISING**

San Diego | CA  
Associate Creative Director

Starlite Cruises, Michaelangelo's Frozen Foods, Alvarado Hospital, Museum of Contemporary Art, San Diego

**SISTI DESIGN STUDIOS**

Glen Rock | NJ  
Creative Director & Owner

AT&T, ABC Capital Cities, Bantam Books, Crum & Forster, Information Science Inc, Seikosha, Minolta, Mita Copystar, National Academy for Paralegal Studies, Sony Corp of America, Waring Corporation

**THE CURTIN GROUP**

Englewood Cliffs | NJ  
Art Director

Coca Cola, Burger King, PepsiCo, Procter & Gamble, Walt Disney Co., Lehn & Fink, Colgate Palmolive, Fisher Price, Safeway, Nabisco, General Foods, U.S. Army

**EDUCATION:****FASHION INSTITUTE OF TECHNOLOGY**

New York | NY  
A.A., Illustration

**AWARDS & HONORS:**

2021 Pollie Gold,  
American Association of Political Consultants

2022 Reed Award, Campaigns & Elections Magazine, Best Mail Piece for Independent Expenditure

Graphis Competitions:  
Logo Design Annual, #7

Award of Excellence,  
The Art Directors Club of NJ

Best of Show,  
Legal Marketing Association,  
Your Honor Awards

BPAA Communicators Award.

Annually invited guest lecturer, seminar leader, and mentor:  
Upper Division B.F.A. Illustration Program,  
Fashion Institute of Technology

Invited member, Graphic Artists Guild  
Professional Practices Committee

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**OVERVIEW**

As an award-winning Art Director, Designer and Copywriter, Jerry Sisti has designed and written work for political campaigns, the cosmetics, healthcare, biotech, real estate, communications, apparel and food & beverage industries.

His creative work spans social media, content development, print, packaging, direct, video, broadcast and just about every touch point in a customer's path.

While Creative Director for CND, Jerry developed all brand messaging and wrote copy for advertising, collateral, web and video content while art directing his design team, photographers and outside agencies.

For advertising agencies and in his own practice, Jerry has designed, art directed and/or written for AgileOne/Apple, Alere, ABC Broadcasting, Anthem Blue Cross Blue Shield, AT&T, Grey, Ryka, Sony, Lennar, Centex, Barratt American, The Washington Post, Domain Chandon, Sharp HealthCare, Teleflora, POM Wonderful, Burger King and PepsiCo.

Jerry is Macintosh, Adobe Creative Cloud and Microsoft Office proficient.

References available upon request.

**CAREER HIGHLIGHTS**

- Created the Brand Identity, Tagline and Advertising & Branding Campaigns for Ryka, a global fitness shoe and apparel company for women
- Further developed the branding and messaging platforms along with advertising and key collateral for Alere, the \$2.6B global leader in healthcare diagnostics
- As Creative Director, led and created the naming, positioning, messaging platform, look and advertising for CND Shellac,™ the most successful product launch in their 30-plus year history and best-selling product line to date
- As Creative Director, earned MDG numerous First Place and Honorable Mention Awards in the International Association of Exhibitions and Events Art of the Show Awards
- Created the launch campaign for Harrah's Resort Southern California, their most successful, nationwide Harrah's-property launch to date
- As Associate Creative Director of Campbell Mithun, led and directed a large group of staff and freelance art and copy teams for the western region and largest portion of the \$100-million Verizon Wireless/AirTouch account and consistently surpassed all previous direct mail response-rate benchmarks
- 2021 Regional Pollie Gold, (American Association of Political Consultants) Best Use of Direct Mail, Dan Ryan for Portland City Council
- 2022 Reed Award: Best Mail Piece for Independent Expenditure — Bruce Harrell for Seattle Mayor
- Graphis Competitions: Logo Design Annual, #7
- Award of Excellence, The Art Directors Club of NJ
- Best of Show: Advertising, Legal Marketing Association, Your Honor Awards
- Runner Up: Corporate Identity, Legal Marketing Association, Your Honor Awards
- BPAA Communicators Award
- Annually invited guest lecturer, seminar leader, and mentor for the Upper Division B.F.A. Illustration Program, Fashion Institute of Technology, NY
- Invited member, Graphic Artists Guild, Professional Practices Committee



■ **BEARPAW**

**Broadcast Television Campaigns**

For several successive seasons, Bearpaw wanted new lifestyle-centered broadcast television campaigns to introduce their Fall and Winter lines in order to drive traffic to their site. Developed

to run during the Christmas holiday buying seasons, Bearpaw saw website traffic grow by leaps and bounds with record-breaking sales never before seen. *Creative Director, Design & Copywriting*



■ **ROUGE VODKA**

Social Media Campaign

Working on a shoestring budget, Rouge Vodka wanted a series of “Rouge Moments” to launch their new vodka in selected test markets. Using a combination of stock and original photography,

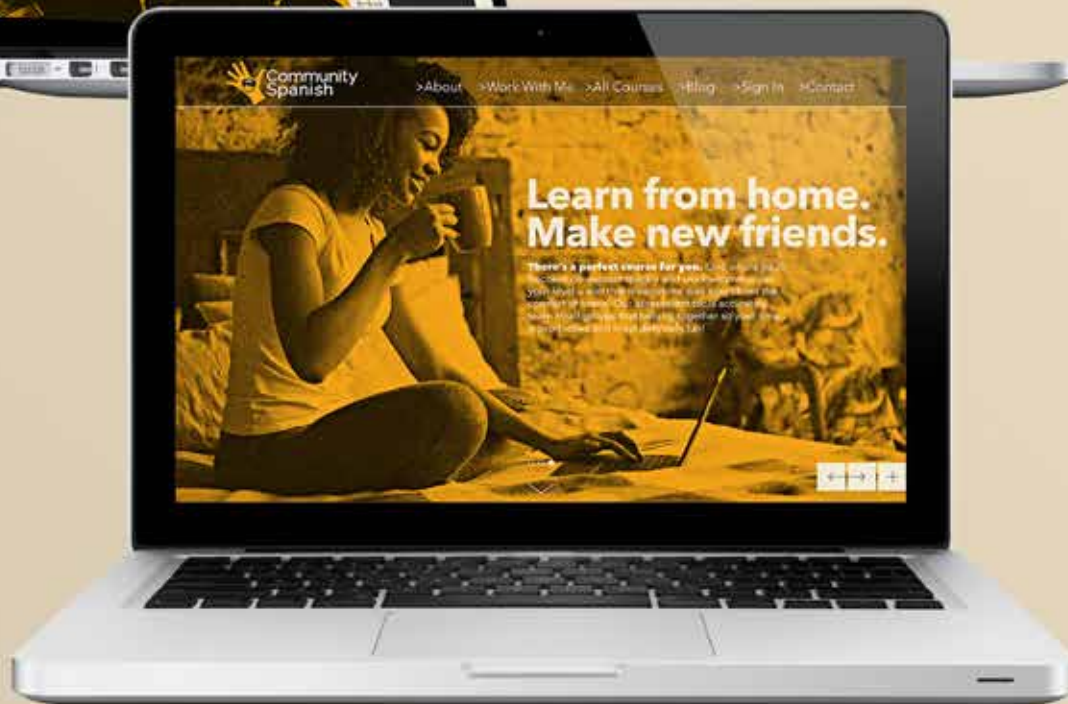
storyboards were key framed and animated to illustrate these humorous and embarrassing moments. The distinctive red bottle was highlighted with the tagline, “Rouge. That’s French for Red.” *Creative Director, Design, Script & Copywriting*



■ **COMMUNITY SPANISH**  
Brand Identity

The power of language bridges the communication gap, provides agency, opens doors and opportunities. The Community Spanish Brand Identity invited prospective

students to “Have A Voice At the Table” so their newly-heard voices can help them to do things that matter in their surrounding communities.  
*Art Director, Designer, Copywriter, Creative Director*



■ **COMMUNITY SPANISH**

**Brand Identity & Applications**

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students to “Have A Voice At the Table” so their newly-heard voices can help them to do things that matter in their surrounding communities.

*Art Director, Designer, Copywriter, Creative Director*



■ **ROSE & THORN**  
Restaurant Identity



Ilani needed an identity for a new restaurant at their casino & resort property in Washington state. Restaurateurs, Shawn and Alexandra Ellis were so pleased, they opened their own in Denver. *Art Director, Designer, Creative Director*



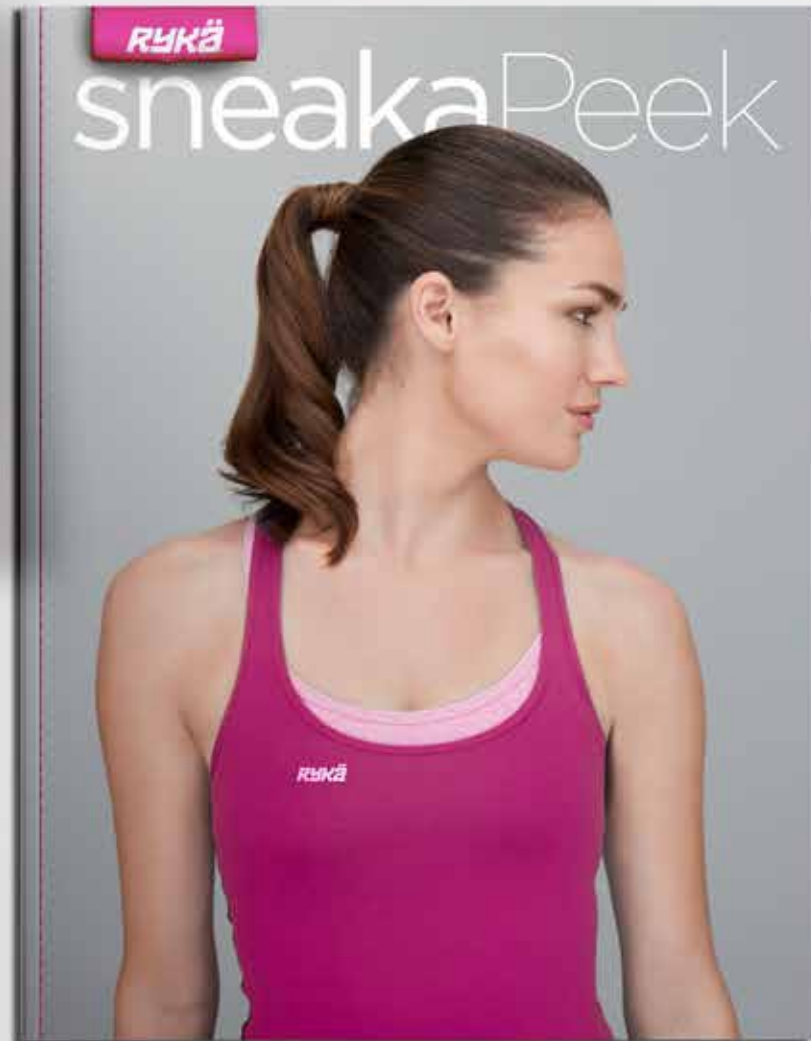
■ **RYKA**

Branding

Ryka, a global fitness shoe and apparel company for women, wanted to recreate their identity to reflect a bolder, stronger, women-only brand — one that spoke to inner strength and

beauty that come from within. The revitalized wordmark portrays a more active, sturdier brand with greater shelf presence and improved visibility for shoe and apparel applications. *Art Direction, Design, Creative Director*





■ **RYKA**  
Branding

The first phase of the branding featured Kelly Ripa and a simple, empowering message: Love yourself. It was followed with a Lookbook announcing the revitalized brand to retailers. *Photo Art Direction & Design, Tagline Copywriter, Lookbook Title Name, Creative Director*

BRAND APPLICATIONS: PACKAGING

The Shoebox that always reminds our customer to love herself just as she opens her reward.





■ **RYKA**

Branding

The Ryka re-branding made quite a splash and prompted them to stage many events, attracting fitness gurus and celebrities alike

Here, behind the scenes at Coachella, Lindsay Lohan dons a newly-branded Ryka shopping bag. *Art Direction & Design, Creative Director*

You're

More beautiful than German marzipan  
arranged in a gold, foil box,

More interesting than a polar bear  
looking for Spring,

More colorful than bright fishes  
swimming in Kailua Bay,

More memorable than  
Pierre Prud'hon's sturdy angels,

More important than anyone else I love.



Love yourself.

A Women Only Sport Company | **RYKÄ**

■ **RYKA**  
Branding

New Brand look. New Brand voice. To introduce the re-designed Ryka brand, a series of anthem ads were produced emphasizing how true beauty and strength come from within. *Art Direction & Design, Tagline Copywriter, Creative Director*



■ **CND Shellac™**  
 CND Shellac™ was the most successful product launch in the company's 30-plus year history and remains their best-selling line today. Branding started with product naming, positioning,

descriptors, a messaging platform and all talking points. Design direction spanned bottle design to displays, packaging, advertising and art direction of key photography. *Photo Art Direction, Design, Copywriting, Creative Director*



■ **CND**  
**Shellac™**  
 This CND Shellac™ Launch Brochure helped propel this breakthrough product to salon professionals, media outlets and the public. Professionals' anticipation and consumer demand

helped push through this most successful product launch in CND history. *Photo Art Direction, Design, Copywriting, Creative Director*

## GOOD-BYE POST-PEDI DEPRESSION.

No more sheet marks, dents, dings or dulling.  
No more regrets the morning after.



## HELLO RESILIENT MIRROR FINISH.

Tough, flexible, brilliant color that takes whatever you dish out.  
Wake in perfect pedi bliss—morning after morning.



■ **CND**  
Shellac™

This spread from the CND Shellac™ Launch Brochure asked readers to say “GOOD-BYE POST-PEDI DEPRESSION” encountered when using conventional nail polish and clearly

illustrated the benefits of saying “HELLO” to Shellac’s 3-week, mirror-like finish. *Photo Art Direction, Design, Copywriting, Creative Director*



■ CND  
Shellac™

CND Shellac was voted BEST NEW PRODUCT by salon professionals in Nails Magazine's Readers' Choice Awards. Spread ads in salon magazines celebrated the win. *Art Direction, Design, Photo Illustration, Production, Copywriting, Creative Director*





■ **DOWNTOWN GRAND**  
Branding & Brand Guidelines  
The newly renovated Downtown Grand Hotel & Casino in Las Vegas needed a re-branding befitting the reinvigorated property. These Brand Guidelines were key to keeping

all involved on the same page in delivering the Downtown Grand brand promise. It covered The Brand Platform, Visual Style and Applying the Visual Style. *Art Direction, Design, Copywriting, Creative Director*



■ **DOWNTOWN GRAND**

**Branding & Brand Guidelines**

The newly renovated Downtown Grand Hotel & Casino in Las Vegas needed a rebranding befitting the reinvigorated property. These Brand Guidelines were key to keeping

all involved on the same page in delivering the Downtown Grand brand promise. It covered The Brand Platform, Visual Style and Applying the Visual Style. *Art Direction, Design, Copywriting, Creative Director*



# DON'T FENCE ME IN.

To ensure the Downtown Grand logo is clearly presented in its purposefully intended, brand-enhancing fashion, a sufficient amount of isolated, clear space needs to surround it.

Dropping our ambassador into a pile of visual clutter would be just wrong!

So keep the Downtown Grand logo free-range and let it breathe. Ah.

## Visual Style CLEAR SPACE & MINIMUM SIZE

### "GIVE ME SPACE."

Clear space — the height of the "G" — all the way around the "G". That's the ideal in order to maintain our logo's elegance and appeal.

In certain circumstances, when space is at a minimum, no less than 50% of the G's height is allowed, though not preferred.



### SIZE MATTERS.

What good is a tiny Grand? The minimum size for print applications is 1" wide and for digital applications, such as web, 120 pixels wide.



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## GIRLIE PINK + GOLD PEARL = METRO MUSE.

### COLOUR + PEARL EFFECTS

The intersection of sophistication and fun is avenue you. Style is the wake of your path, it comes so naturally. Girlie girl. Tomboy. Fabulous flirt. A Pearl Effect on your favorite Colour is your change in a wink. Your mood mark. And understated is all you need. Pearl Effects never steal the spotlight. They just make gorgeous glow.

Your inspiration comes in three pretty Pearl options: **Gold**, **Copper** and **Lavender**. Colour does a subtle dance under just one layer of Pearl Effect and a more lively step under more. Hmm. A city full of artists awaits you.



Shown on model:  
Left: Girlie Pink  
Right: Girlie Pink + Gold Pearl

### ■ CND

#### Colour & Effects™

This product launch for CND began with a bottle design. It grew into conceptualizing and art directing the beauty photography and developing the messaging platform and writing copy for

every touch point along the way, including Advertising, Packaging, Web & E-blasts, Press Events, Salon Signage, Brochures and the Script for a Launch Video. All while overseeing the design team and visual executions. *Photo Art Direction, Copywriting, Creative Director*



## OILSLICK + SAPPHIRE SPARKLE = DOWNTOWN DIVA.

### COLOUR + SPARKLE EFFECTS

Progressive by day—outright edgy by night. And when you walk into the night—make sure you own it. Sparkle Effects give you title. Bodaciously bold and not shy about it. The super-flash micas of Sparkle Effects give your base Colour bling that commands attention. It's not a fashion statement. It's a declaration.

Release the diva with six glorious Sparkles: **Gold, Jade, Crimson, Raspberry, Sapphire** and **Amethyst**. What they do to base Colours will mesmerize. One layer to turn heads. Two layers to make them pop.



Shown on model:  
L&R: OILSLICK  
Right: OILSLICK + SAPPHIRE SPARKLE

### ■ CND

#### Colour & Effects™

This product launch for CND began with a bottle design. It grew into conceptualizing and art directing the beauty photography and developing the messaging platform and writing copy for

every touch point along the way, including Advertising, Packaging, Web & E-blasts, Press Events, Salon Signage, Brochures and the Script for a Launch Video. All while overseeing the design team and visual executions. *Photo Art Direction, Copywriting, Creative Director*



Sarah at a civic gathering on January 30, 2020



# SARAH IANNARONE



Dear Portland,

I love this city, but our shared vision of a sustainable, livable hometown is slipping away. I offer a progressive alternative. If you choose me as your mayor, I'm ready and qualified to enact community-led plans to clean up the mess we're in and achieve our potential. This city is on the verge of greatness – or continued decline. It is time for a change and a new kind of leadership for Portland.

I'm a mom, community leader and educator. For years, I've advised global leaders on how to make their cities great for all. From co-founding a small business in southeast Portland to working with local governments on neighborhood improvements to advance our city, I have the experience to build better communities.

Stay safe. Stay healthy.

Sarah Iannarone

## What does Progress for Portland look like?



## It looks like this

It's time for us to be bold. Sarah Iannarone is the qualified candidate proposing progressive and achievable policies that will move Portland forward.

- Strengthening Public Safety**
  - End the Housing State of Emergency in a year by strategically investing in proven methods
  - Build more affordable housing using existing revenues and new revenues from taxing huge corporations
  - Stop criminalizing those without homes
- Housing for All**
  - End the Housing State of Emergency in a year by strategically investing in proven methods
  - Build more affordable housing using existing revenues and new revenues from taxing huge corporations
  - Stop criminalizing those without homes
- Invest in a Working Future**
  - Advance a Green New Deal for Portland: families, transit, green jobs, a strong Portland economy, and a strong future
  - Build municipal broadband to close the digital divide
  - Keep small businesses open and recover those lost during the COVID-19 crisis

Portland has a history of bold, progressive policies. Now is not the time to be conservative in our approach and our ideals.

Be Bold.  Vote SARAH.

POSTAGE  
PAID  
PERMIT NO. 100  
PORTLAND, OR

**Your Choice Matters.**  
**Choose Progress.**  
**Choose Qualified Leadership.**  
**Choose Sarah.**

**From co-founding a small business in Southeast Portland to advising leaders around the world on how to build clean, green communities, Sarah Iannarone has the tools to lead Portland into a better future. Together, we can get Portland back on track by listening to communities and acting as a team.**

**Choose to be on the team that puts Portland back on track.**



"Iannarone is razor sharp, a good communicator, and adept at contrasting her scrappy, community-oriented style to Wheeler's awkward demeanor. Iannarone has sketched out a sweeping vision of City Hall in which every citizen gets a say—in budgeting, policy and process—and she'd immediately hand over responsibility for the city's largest general fund bureau, the police, to Commissioner Jo Ann Hardesty."  
 —Willamette Week, October 14, 2020

**Progressive Plans for Portland:**

**Solving our housing and homelessness crises**  
 Sarah will implement a five-year strategic plan to end the Housing State of Emergency. She'll work with every community member and will use existing revenues to open up housing Portlanders can actually afford.

**Re-imagining public safety**  
 We need equal enforcement of the law for all our neighbors to feel safe. Sarah will invest in public safety that doesn't discriminate, guided by communities harmed by over-policing, expanding Portland Street Response and divesting from militarized policing.

[sarah2020.com](http://sarah2020.com)

**ENDORSED BY:**

**The Portland Mercury** **The Street Trust** **City Commissioner Steve Novick** **County Commissioner Loretta Smith** **Representative Karin Power** **Democratic Nominee Khanh Pham** **PPS Board Member Rita Moore** **Rabbi Ariel Stone** **Cameron Whitten**  
 See the full list at [sarah2020.com/endorsements](http://sarah2020.com/endorsements)

Sarah at a civic gathering on January 30, 2020

**SARAH IANNARONE**

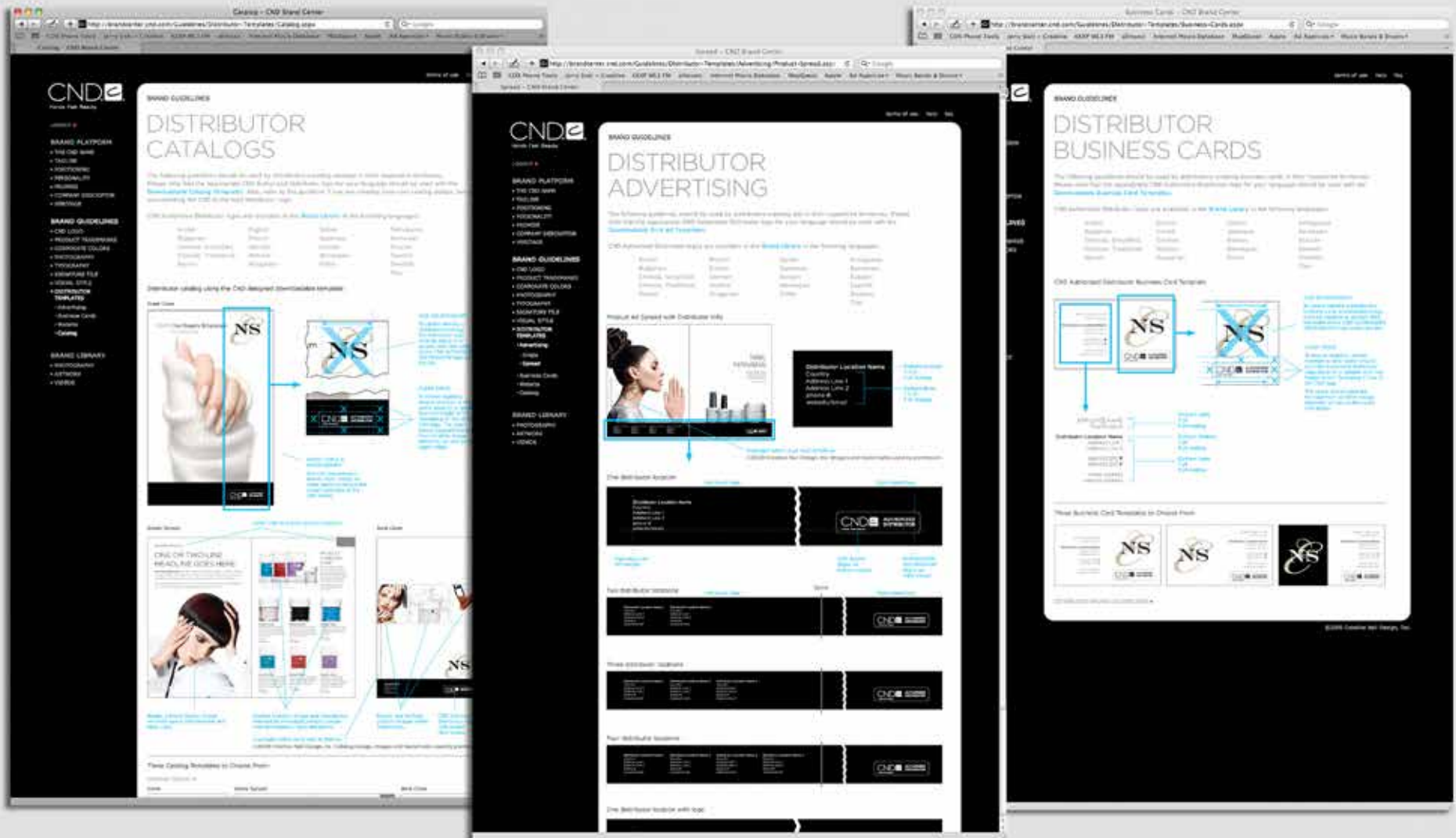


**Vote for a mayor you can trust:**  
 **Vote Sarah.**

■ CN4 PARTNERS/SARAH IANNARONE  
 Vote Sarah Direct Mail

Sarah Iannarone entered the Portland Mayoral race relatively unknown. This campaign helped her garner 41% to Wheeler's 46% — a historically narrow margin in Portland mayoral races. *Art Director, Designer, Copywriting & Production*





- **CND**  
 Brand Center Online Distributor Tools & Guidelines  
 Having a worldwide distributor network necessitated creating branding tools and brand guidelines in order to keep disparate countries and distributors in brand compliance with a unifying

CND look and voice. The global community spoke from the same page in delivering the CND promise. It included downloadable Business Card, Web, Brochure/Catalog and Advertising Templates. *Art Direction, Design, Copywriting, Creative Director*

## CND EDUCATED NAIL PROS KNOW HOW TO GET AROUND.

They've jumped, leapt, flown and soared. Whether they're nail industry rockstars or purveyors of premium pedis—they have one common mantra: Never too cool for school.

Look to CND for every level of learning for the lifetime of your career. Develop your niche. Expand your horizons. Thrill your clients. Want your career to soar? Learn to fly.

The GLOBAL EDUCATION PROGRAM *New!* From CND  
Book a class today at [cnd.com](http://cnd.com).



[cnd.com/education](http://cnd.com/education)

©2008 Creative Nail Design, Inc.

CND<sup>®</sup>  
Hands. Feet. Beauty.

### ■ CND

#### Education

The CND Global Education Program was foundational to company growth and what separated CND from its competitors. The best and brightest in the nail industry hailed from the

program and were properly elevated to rockstar status who nevertheless were, "Never too cool for school," in this spread ad for salon professionals.

*Art Direction, Design, Photo Illustration, Production, Copywriting, Creative Director*

# Building BRIDGES

Dispatches From the Frontlines of Our Portland Community

## Dan Ryan

WILL CREATE  
A BETTER  
PORTLAND  
OUT OF CRISIS.

In response to COVID-19  
**Sunshine Division +  
Hood To Coast  
Launch Partnership**  
to meet the dramatic uptick  
of need for Portlanders

"Ryan's three-plus decades of proven advocacy work in the nonprofit realm speak for itself. He builds bridges. He forms coalitions. That's a skill set needed on The Portland City Council more than ever right now"  
— Portland Tribune, April 17, 2020



VOTE DAN RYAN FOR PORTLAND  
CITY COMMISSIONER POSITION #2  
[danryanforportland.com](http://danryanforportland.com)

by Dan Ryan  
Portland Campaign  
42307  
L. OR 97242  
Contributors: Lyon Films



### NEEDS IN CITY HALL

In North  
a proud  
owell High  
University of  
former chair  
c Schools  
mer CEO  
od. In the  
ase raised  
tion, arts,  
health.

## DAN RYAN BUILDS BRIDGES TO THOSE IN NEED.



### COVID-19: Creative Partnerships Emerge

Sunshine Division connected with Hood To Coast, the largest relay logistics company in the world. With a warehouse provided by Safeway and food sourced from Safeway and Fred Meyer, neighborhoods all over Portland received healthy food delivered through their front doors by Portland Police and Hood To Coast staff. Dan Ryan's entire career is built on forming public and private partnerships that get results for our most in need.



### Dan Ryan Gets Things Done

When Portland's schools faced a high school graduation crisis, the community turned to Dan Ryan. He brought teachers, businesses, trades and social workers to look at root causes. Together, our city increased HS grad rates by 11.5, and accelerated results for African Americans and Latinx students by 18.5%.

### THINK & ACT Out of the BOX

The status quo has been disrupted and we are now at a new normal. Dan Ryan knows how to build coalitions of small business nonprofits, community members and government. He'll do it again and again to rebuild the Portland we want and demand a city that works for everybody. Smart. Effective. Sustainable.

Join More Than 200 Community Leaders Endorsing Dan — [danryanforportland.com](http://danryanforportland.com)

Oregon House Speaker Tim Cook | Friends of the Children Founder, Dorothy Campbell | PPS Board Chair, Jim Edrington | Union Laborer, Jeffery B. Galt | The Portland Tribune | Rose City High School Teacher, Mike Miller | The Portland Tribune | Rose City High School Teacher, Mike Miller, Reynolds School

### ■ CN4 PARTNERS/DAN RYAN 2020

Bridges Direct Mail

Taking an editorial approach in response to the COVID pandemic, outsider Dan Ryan came from behind in a tight race for Portland City Commissioner, besting an incumbent well known to Portlanders. Commenting on candidates' mailers, Willamette Week noted: Best Capturing of the Zeitgeist, "...Ryan was the only one to wear a mask on his mailer."

Art Director, Designer, Copywriting & Production



# Dan Ryan

## Fighter. A new kind of leader for Portland.

**DAN RYAN IS THE FORMER CEO** of All Hands Raised, a nonprofit with a focus on racial equity in our schools. Under his leadership, they created public/private partnerships that successfully increased the graduation rates for all children, including children of color, and ensured equity in school discipline. Dan will be a champion of equity for ALL Portlanders.

**EVERYONE KNOWS THAT PORTLAND ISN'T WORKING** — even before the pandemic. Homelessness, police reform, affordable housing, and economic recovery are all crises that status quo politicians have failed to address.

**DAN RYAN IS AN OUTSIDER** at City Hall. He brings a fresh vision and commitment to the people of Portland.



**VOTE DAN RYAN FOR PORTLAND CITY COMMISSIONER POSITION #7**  
[danryanforportland.com](http://danryanforportland.com)

or by Dan Ryan  
Portland Campaign  
42307  
nd, OR 97242  
e contributors:  
lms  
Accountable Elections



**NEEDS IN CITY HALL**  
... in North  
I is a proud  
... of High  
... University of  
... the former CEO  
... Raised. In the  
... he has raised  
... education, cric  
... public health.

## Jo Ann on Dan:

"I need him on the City Council to help me reform the Portland police and finally address our homelessness crisis"



**JO ANN HARDESTY ENDORSES DAN RYAN.**  
Be sure to look for this ad on TV.

"Dan Ryan has the ability to get people to focus on common goals while maintaining an atmosphere of respect and care for all. Doesn't that sound like a skill set Portland can use some more of?" — Jo Ann Hardesty, Portland City Commissioner

## "My brother Tim died on the streets of Portland." — Dan Ryan

**"HE HAD A TRIPLE DIAGNOSIS BUT COULDN'T GET HELP.** On the city council, I'm committed to housing people, providing wraparound support services, and building affordable housing. We can do this by bringing everybody together — the community, the city, local businesses, and nonprofit partners — to find *community-driven solutions*."

## "No one should ever lose a loved one to homelessness. We can do better."

— Dan Ryan



**JOIN** More Than 200 Community Leaders Endorsing Dan — [danryanforportland.com](http://danryanforportland.com)  
Governor Barbara Roberts | Governor Ted Kulongoski | Multnomah County Commissioner, Blake  
Portland City Commissioner, Jo Ann Hardesty | Oregon House Speaker, Tina Kotek | Jim Tocco  
Friends of the Children Founder, Duncan Campbell | Kathleen Soudal | Metro Councilor, Sam Elba  
Julia DeGron | Business Leader, Kevin Stoudamine-McBride | NW Councilor | Black Rights Program

**CN4 PARTNERS/DAN RYAN 2020**

Fighter Direct Mail  
A followup mailer touted Dan Ryan as a Fighter for Portlanders, highlighting a key endorsement from City Council Commissioner, Jo Ann Hardesty. Art Director, Designer, Copywriting & Production



**Le M**  
Steve McQueen, Solar Power  
and \$10 million add up to  
racing film ever produced

**SEMA SHOW 2008**  
LAS VEGAS CONVENTION CENTER  
EXHIBIT DAYS: Tuesday, Nov. 4 - Friday, Nov. 7  
EDUCATION WEEK: Monday, Nov. 3 - Friday, Nov. 7

TRADE ONLY

INVEST WISELY.

**RIDE STYLIZER**

**ADD-ON SALES. ADD-ON PROFITS.  
THERE WHEN YOU KNOW WHERE TO LOOK.**

**SAVE \$45 REGISTER NOW AT [WWW.SEMASHOW.COM](http://WWW.SEMASHOW.COM)**  
For additional info, contact ComExx Show Management at 702.450.7442, ext. 118

■ **SEMA**  
SEMA Show Branding & Advertising  
This campaign for the world's second-largest tradeshow invited readers and potential attendees to find new and undiscovered profit centers.  
*Art Direction, Design, Photo Illustration, Copywriting, Creative Director*

ONE BARRATT HOME  
WILL NOT MAKE  
**EVERYONE**  
HAPPY,  
SO WE BUILD  
DOZENS.

Just building several residences in an area was to us an unnecessary non-statement. That's why there are only different kinds of people and a place with a different kind of life. It serves us should have considered others in the area. And in the same people and down a perfectly balanced means with the form of a value high and what it is an other a thing.

1.800.295.0096 | www.barrattamerican.com

BARRATT  
AMERICAN

■ **BARRATT AMERICAN**  
Corporate Advertising  
By highlighting their wide variety of property offerings, Barratt American was able to attract investors to the value in their holdings.  
Art Direction, Design, Photo Illustration

cts  
Taste  
get.

BARRATT AMERICAN | SEAHÄUS | PASO FINO | SIDONIA  
10 JULIA | CORRAL VALLEY | GARDENS

**YOUR SENSE OF COMMUNITY  
WAS NEVER PLANNED.**

You've landed where you are by living life on your own terms. STATUS QUO AND YOU NEVER MET IT OFF. WE GET THAT. WHICH IS WHY WE'VE CREATED THREE LUXURIANT COASTAL ENVIRONMENTS AS INDIVIDUAL AS YOU ARE. DISCOVER LIFE AT SEA LEVEL OR SLIGHTLY ABOVE. CONSIDERATIONS BEGIN AT \$2.8 MILLION.

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Dec 2011

■ **BARRATT AMERICAN**  
Luxury Properties Advertising  
This ad focused on Barratt American's luxury properties throughout San Diego which invited home buyers to Discover life at sea level or slightly above.  
Art Direction, Design, Photo Illustration, Copywriting



■ AVIA  
CCTech™ Spread Ad

AVIA wanted a new lifestyle-centered campaign for their Compression Cantilever™ Tech line. Fresh looks were explored that would spotlight its style both in and out of the gym. This spread ad was produced for national magazine placement. *Creative Director, Design & Copywriting*