



KURT A. VALENTA

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EMPLOYMENT EXPERIENCE

Creative Director

Advance Ohio - Cleveland, OH

2016 - present

- Developed enterprise sales system of White-glove and turnkey Web site products utilizing both custom builds and Word Press Themes
- Generated over \$550K of new business in first year through RFP responses and direct presentations
- Increased sales and marketing efforts for automotive sales team, reversing steep declines in revenues
- Manager of Creative teams in Cleveland, Ann Arbor and Grand Rapids, MI
- Increased sales in 2017/18 for Peter & Co. Jewelers by 17% YOY as new 360 agency of record
- Designed new AO marketing materials including [brand essence video](#)

Art Director

Marcus Thomas, LLC - Cleveland, OH

2014 - 2016

- Launched Web and Social campaign for GE Iron Grip; Facebook Canvas Ads, Pandora interstitials, YouTube pre-rolls and rich media
- Award Winning video production and storyboards for Troy-Bilt Rear-Tined Tiller. Highlighting new innovations to run on Web and Social media
- Lowe's in-store POS for MTD promoting Troy Bilt 'Fall Chore' line of products
- Designed and launched new GE Lighting Web site
- Award Winning TimkenSteel Annual Report, annual calendars and corporate interior exhibit spaces
- Created global brand platform for Momentive trade shows, advertising and brand building campaigns

Creative Director

Elisco's Creative Café - Pittsburgh, PA

2012 - 2014

- Managed creative team of six in marketing strategy and design production
- Pitched and landed agency of record accounts totaling in excess of \$750k
- Re-designed complete line of product packaging for Joy Cone Company
- Successfully launched political campaign identities and direct mail campaigns for winning Pittsburgh Mayoral and City Council candidates
- Re-branded corporate identity for Argosy University across 12 US campuses
- Created PNC Park rotunda & outfield wall signage for the Pittsburgh Pirates and Pittsburgh Tribune Review
- Re-branded global construction firm DCK with new Web site, Micro-site, & Social Media campaign(s)
- Directed campaigns for Pittsburgh Tribune Review in print, Web, video, Trade-show and social media

Adjunct Professor

EDMC / Art Institute of Pittsburgh - Pittsburgh, PA

2013 - 2014

- Taught students advanced Adobe CS: InDesign, Illustrator and Photoshop
- Wrote curriculum and taught advanced level course, "Building a Brand"

Creative Director

Brunner - Pittsburgh, PA

2005 - 2012

- Managed art directors, designers and writers
- Led successful \$10M naming rights initiative for CONSOL Energy Center - home of the NHL Pittsburgh Penguins.
- Produced awards show for Dan Rooney's Non-Profit American Ireland Fund Campaign
- Created new strategic identity for Bob Evan's Restaurant group
- Directed 360 brand identity for 150 franchised Atlanta Bread Co. stores across 9 states
- Designed national award-winning museum space and welcome center for \$25B energy client
- Marketing campaigns for Non-Profits Ronald McDonald House Charities and The United Way

EDUCATION

Carnegie Mellon University

BFA - Design

AWARDS

Trade Organizations: National Addy - Silver; Regional Addy - Gold & Silver; Regional AIGA - Silver; National PRSA - Gold & Silver; Regional PRSA - Gold & Silver; Trade Publications: *Print*

MEMBERSHIPS

Pittsburgh Ad Federation

AIGA