

AnAdGuy

Melton Cartes

Business Strategy & Marketing Services

objective ~

An opportunity to share my twenty years of advertising and design experience to help businesses achieve extraordinary results.

work experience ~

AnAdGuy.com - self-employed

2006 - present

Chief Ad Guy: An Ad Guy is a one-man ad agency/graphic design firm/marketing services resource.

Heliographica Press

2004 - 2006

Head of Production & Design: Managed all design and production of books and marketing materials for Heliographica Press, an independent publisher.

Variocity

2001 - 2003

Creative Director— Developed a variety of marketing projects including internet marketing and numerous direct-response TV commercials.

Clients: Z-Tel Phone Cards, Investor's Helper, E-Finance, and others.

Seismicom

2000-2001

Creative Director/Integrated Art— Founding partner, managed every project, including print, direct response, online promotions, interactive media and broadcast. Developed strategies, key messaging, concepts and execution for account-specific promotional programs, introductory campaigns and product roll-outs as well as various partner-marketing campaigns.

Clients: iProperty, the Microsoft UltimateTV launch, Sonicare, AvantGo, AOL, Netscape, Dole Fresh Vegetables and VISA.

education ~

The Art Institute of California - San Francisco

B.S. Candidate - Media Arts & Animation, June 2013

NYU School of Continuing Education

Summer Film Intensive Hands-on, 6-week course on all aspects of filmmaking

Al Hayes Advertising Agency Art Direction Class

Portfolio preparation class for art directors and copywriters

Academy of Art College

Full tuition summer scholarship - Completed classes in Introduction to Graphic Design, Introduction to Illustration and Figure Drawing

software skills & abilities ~

- *WordPress, Theme Development - Advanced*
- *Creative Suite 5 - Advanced*
 - ~ *Photoshop*
 - ~ *InDesign*
 - ~ *Illustrator*
 - ~ *Flash*
 - ~ *Acrobat*
- *QuarkXpress - Advanced*
- *XHTML/CSS - Advanced*
 - ~ *HTML Editors (i.e., Dreamweaver)*
- *Javascript - Beginning*
- *Microsoft Office - Advanced*
- *Final Cut Pro - Advanced*
- *Avid - Intermediate*
- *iMovie - Advanced*
- *Quicktime Pro - Advanced*
- *iDVD - Advanced*

additional information ~

1989 Addy for Best Public Service Campaign, broadcast and Best of Show Addy for the PSA campaign for the San Francisco Child Abuse Council

Two Semesters teaching Advertising, Academy of Art College, San Francisco 1995-1996

Fluent in Spanish

Accomplished screenwriter

A very capable sculptor and painter

references ~

...available upon request.

client list/experience ~

Samsung • PowerJab • McAfee • KFRC • AOL • AutoDesk • California Milk Advisory Board • Dole Fresh Vegetables • Fairmont Hotel • Hewlett-Packard • Hyundai Computers • Kyocera Laserprinters • Lyon's Restaurants • Mechanics Bank • Men's Wearhouse • Microsoft • Microsoft UltimateTV • Netscape • Northern California Toyota Dealers Association • PCWorld • Round Table Pizza • San Francisco Chronicle • San Francisco Museum of Modern Art • San Francisco AIDS Foundation • Sonicare • Stop AIDS • Torres Winery • VISA Credit Card Services • YWCA

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