

BRAD METZGAR

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EXPERIENCE

metzgardesign :: design:advertising:marketing

November 2008 - Current
Granite Falls, North Carolina
Owner/Creative

Responsible for concepting, design, overseeing design of others, estimating, vendor coordination, production in a wide variety of media, client contact

Barringer & Associates, Ltd.

August 1997 - November 2008
Hickory, North Carolina
Senior Art Director

Responsible for concepting, design, overseeing design of others, estimating, vendor coordination, production in a wide variety of media

Holland & Holland, Inc.

February 1996 - August 1997
Lenoir, North Carolina
Art Director

Responsible for concepting, design, vendor coordination, production

Belk Stores Services

May 1993 - February 1996
Charlotte, North Carolina
Advertising Designer

Responsible for coordinating and designing daily ROP advertisements (including supervising photography, accessorizing, layout, and production), numerous fashion-related magazine advertisements, in-store graphic treatments, and eventually newspaper insert circulars.

EDUCATION

Appalachian State University

August 1989-December 1992
B.S. in Commercial Art Concentration in Graphic Design
Overall GPA: 3.69

- President of ASU chapter of AIGA: Fall 1992
- Secretary of ASU chapter of AIGA: Spring 1992
- Work chosen as AIGA "Best of Show" for Senior Portfolio exhibit
- Various works chosen to be included in "Consuming the Image," a traveling exhibit of outstanding North Carolina student design work
- Member of Gamma Beta Phi, an honorary student fraternal organization

Central Piedmont Community College

September 1986-May 1989
A.A. in Liberal Arts

SKILLS

- A multitude of up-to-date Macintosh-based design and production software
- Experience leading and working with designers and writers to generate successful marketing campaigns
- Extensive knowledge of hardware networking, maintenance, diagnosing and problem solving
- Project cost-estimating and budget allocation
- Photographic direction and imaging
- Project production supervision with staff and vendors

AWARDS

- Numerous design related awards during my career

REFERENCES

Available upon request



design
advertising
marketing