



Bradley D. Metzgar

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828.238.7972 (c)

www.metzgardesign.com

Summary

I've been an art director and graphic designer for 25 years. For the past ten of those I have operated my own design, advertising, and marketing boutique, metzgar:design. Not only do I deliver a vast array of print and digital designs—from book covers to brand identity pieces to e-newsletters to catalogs to trade show graphics—I consult with clients on marketing strategy and other business issues. While I've worked with clients in many diverse industries, much of my experience is concentrated in the regional economic development, telecommunications, book publishing, and home furnishings arenas.

Professional Experience

Owner, metzgar:design

Granite Falls, NC (November 2008 - Present)

- Advise and collaborate with clients in a variety of industries, including economic development, telecommunications, healthcare, woodworking machinery, non-fiction publishing and many more
- Provide creative direction and graphic design services for advertising agencies, public relations firms, multi-national businesses, and local civic and non-profit organizations
- Generate a variety of print and digital campaigns and designs: corporate identity pieces, magazine ads, book covers, trade show booths and graphics, industrial catalogs, collateral pieces, websites, CD jackets, and more
- Coordinate project production with third-party vendors including printers, photographers, website specialists, trade show companies, and more

Design Consultant for MDI-Evolve (currently subcontracted through Express Temporary Agency)

Hickory, NC (December 2017 - Present)

- Conceptualize, design, and install three-dimensional trade show structures; for example, I created mock grocery store installations for the past three MDI Food Shows (two in Hickory, NC and one in Charleston, SC)
- Developed new product line brandings for retail grocery store private label offerings
- Designed and generated projects such as store signage (decor remodels), print and direct mail pieces, departmental offerings literature

Senior Art Director, Barringer & Associates, Ltd.

Hickory, NC (August 1997 - November 2008)

- Conceptualized and created individual and overall, broad-based marketing pieces and campaigns for a wide variety of both business-to-business and consumer clients all the way through to final production
- Coordinated project production with third-party vendors including printers, photographers, website specialists, trade show companies, and more
- Provided cost estimation for creative budgets and maintained costs within budget
- Won various awards for design and marketing campaign work

Art Director, Holland & Holland, Inc.

Lenoir, NC (February 1996 - August 1997)

- Conceptualized and created individual and overall, broad-based marketing pieces and campaigns for a wide variety of both business-to-business and consumer clients through final production
- Coordinated project production with third-party vendors including printers, photographers, website specialists, trade show companies, and more
- Oversaw and art directed many photographic sessions for client work

Advertising Designer, Belk Stores Services

Charlotte, NC (May 1993 - February 1996)

- Coordinated and designed daily ROP advertisements (including supervising photography, accessorizing, layout, and production)
- Developed numerous fashion-related magazine advertisements, in-store graphic treatments, and newspaper insert circulars



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Skills

- Adobe Creative Suite
- QuarkXpress
- Many other software application uses relative to marketing and design
- Graphic Design
- Art/Creative Direction
- Client Interaction and Presentation
- Vendor coordination, cost- and time-estimating, maintaining projects within budget
- Supervision of vendors and other designers, photographers, etc.

Deliverables

- Logo and Identity Design
- Brochures
- Space Advertising
- Direct Mail Design
- Billboards and Other Large Format Media
- Poster and Flyer Design
- CD Cover and Package Design
- Book Cover and Internal Page Layout
- T-shirt and Other Apparel Design
- Flash-based and Static Banner Advertising and Social Media Posting/Ads/Imagery
- Website Design and Interactive Presentations
- Catalog Design
- Newsletter Layout (Print, PDF and/or HTML formats)
- Photography Art Direction and Imaging

Education

Appalachian State University

Boone, NC (August 1989-December 1992)

B.S. in Commercial Art Concentration in Graphic Design

- 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 college student design work
- Member of Gamma Beta Phi, an honorary student fraternal organization

Central Piedmont Community College

Charlotte, NC (August 1986-May 1989)

A.A. in Liberal Arts (Transfer)



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References

Lindsay M. Keisler, IOM

(Client)

President/CEO

Catawba County Chamber of Commerce

1055 Southgate Corporate Park SW

Hickory, NC 28601

828-431-7223

lkeisler@catawbachamber.org



Brad is a very talented, customer-focused design and branding professional. I have had the privilege of working closely with him as a client and can attest to his attentiveness, prompt response and overall aim to please. He took the brand image of our organization to a new level, and even as a subcontractor, positioned and invested himself as a member of our team. I would highly recommend him for an interview so you have a chance to understand better his competencies and accomplishments."

Dottie Dehart

(Client)

President/CEO

Dehart and Company Public Relations

1375 Lenoir Rhyne Blvd.

Suite 109

Hickory, NC 28602

828-325-4966 (o)

828-234-7483 (c)

dottie@dehartandcompany.com



Brad has been doing work for my firm for more than 20 years. Not only is he an incredibly talented designer, he is also a skilled communicator who can manage a client meeting if you need him to. He does way more than design, he serves as a project manager, consulting on copy and strategy. Brad has a lot of experience and really adds value to every project. In more than 20 years, he's never missed a deadline. He is responsible, hard-working, and all-around a great guy. I trust his judgment implicitly."

Kati Clark

(Client)

NAR Marketing

CommScope

3642 US Highway 70 East

Claremont, NC 28610

828-459-5788 ext.55788 (o)

828-308-2816 (c)

kmclark@commscope.com



Brad started project based work for me almost 10 years ago and he quickly became a resource for our entire marketing team. He can turn around high quality work with limited time and very little direction. Brad is not only an extremely talented designer but he acts as a trusted advisor with anything from project management to conceiving. He is a consummate professional and can manage multiple projects at one time. Brad goes above and beyond in all things and anyone would be lucky to have him as part of their team."

Sensei Joshua Page

(Client/Part-time Employer)

Owner/Chief Instructor

Hickory Academy of Martial Arts

2063 Main Avenue SE

Hickory, NC 28602

828-205-1419

hickorymartialarts@hotmail.com



Brad is an outstanding employee, he goes above and beyond. He has great attention to detail, and is incredibly thorough. Brad had a unique vision and an eye for design that sets him apart. Brad will be a valuable member of any team that is lucky enough to have him on board."

Gerry Knox

(Client)

Fund Development Director

YMCA of Catawba Valley

701 1st Street, NW

Hickory, NC 28601

828-828-1567 (o)

828-446-1006 (c)

gerryk@ymcav.org

Phil Barringer

(Former Employer)

President/CEO

Barringer & Associates, Ltd.

224 Third Avenue NW

Hickory, NC 28601

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phil@barringeragency.com

philbarringer@gmail.com