

Troy E. Wilderson

323-528-9211 · troy@troywilderson.com · troywilderson.com

SUMMARY

- Concepted and produced results-driven television advertising, including a Petco spot that sent comp sales up 300% over the same period a year prior. Supervised all post-production of spots including editing, telecine, on-line, music, and voiceover sessions.
- Wrote advertising copy and art directed ads for clients such as Citibank, Paramount, Jekel Vineyards, Union Bank, and Dep Hair Care.
- Utilized creative talents and expertise in new business advertising pitches both in-agency, and at an established public relations firm for the likes of Petco, Union Bank of California, CareAmerica Healthcare, El Pollo Loco, Canyon Ranch, and In-n-Out Burger.
- Tapped interpersonal communication skills to digest marketing objectives and concept, design and execute advertising, interactive, and collateral materials for non-profits and privately-held businesses such as San Francisco Food Bank, Union Bank of California, The Festival Companies, Saturday Music, and Buzzworks Theatre Company.
- Led strategy and concept development meetings with account and creative staff, and worked in concept sessions with copywriters.
- Handled project management from the initial phases of design through final file preparation, usually managing outside resources and liaising with vendors such as printers and web developers.
- Designed marketing identity and collateral for a variety of clients, including commemorative pieces for the thirtieth anniversary of Larkin Street Youth Services, and for TheRack Workout equipment.
- Created educational program kit for Martin Scorsese's nonprofit film preservation foundation called "The Story of Movies" which included a student workbook, teacher's guide, overhead projections, DVD face and package design.
- Developed infographics from marketing statistics and mission statements for presentations, newsletters, and reports.
- Served as art buyer for original and stock artwork for poster, advertising, and website design.
- Copyedited and proofread written text for a variety of clients (from corporate content such as brochures to fantasy fiction) for errors in punctuation, grammar and syntax.

EXPERIENCE

Troy Wilderson Design: Los Angeles and San Francisco, California

Creative Director/Graphic Designer/Project Manager: January 2005 to Present

Partial Client List: San Francisco Food Bank, Larkin Street Youth Services, The Film Foundation, The Festival Companies, Saturday Music, Los Angeles Venture Association, Thad Wilderson & Associates, The Film Foundation, Bill Wilson Center

Troy Wilderson Copyediting and Proofreading Services: San Francisco, California

Proofreader and Copyeditor: October 2013 to Present

Freelance Creative Director: Fall 2000 to Present

Partial Client List: Carol H. Williams Advertising, The Cavalry Co., Duncan and Associates, Janis Brown and Associates

Young Communications Group: Los Angeles, California

Consulting Advertising Creative Director: February 2004 to September 2005

Partial Client List: Union Bank of California, California Community Colleges

Colby Effler: Santa Monica, California

Senior Art Director: October 1999 to July 2000

Client List: Paramount Domestic Television (Spin City; Seventh Heaven; Moesha), Radio Disney

Film Production Designer: Fall 2000 to Spring 2005

- Created the overall visual look of the film, from color palette to design aesthetics.
- Reported to director and producer as a department head charged with hiring and supervising, mentoring, and motivating all talent in the art department.
- Supervised the dressing and building of locations and sets.
- Managed department schedules and production budgets (notably never going over budget).

EDUCATION

Spalding University/Louisville, KY

MFA candidate in Fiction Writing

Pratt Institute/New York City

AOS in Graphic Design—Graduated summa cum laude

Macalester College/Saint Paul, MN

BA in Studio Art