



Bill Blake

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Profile:

- an organized, creative problem solver and effective communicator, with the interpersonal skills required to lead and inspire a diverse team
- armed with a positive, can-do attitude and the flexibility needed to adapt to change
- extensive experience creating print/electronic marketing collateral for an international, multi-channel retailer/wholesaler and industry leader
- master-level knowledge of Adobe CS and Mac operations/troubleshooting
- graduate of Rochester Institute of Technology, with a degree in Photographic Illustration

Experience:

Senior Designer/Art Director, 2/98 to present — Yankee Candle; South Deerfield, MA

- having held positions of increasing responsibility during my tenure, I'm currently the lead creative and liaison for both our Wholesale and International Divisions, together responsible for more than half the company's nearly \$800MM in annual sales
- my work and that of my team supports about 15K+ locations across the US: national accounts (*Bed Bath & Beyond, Target, Hallmark Gold Crown, Kohl's, et al.*); regional department stores; independent gift retailers; and distributors in over a dozen countries worldwide
- daily responsibilities include: art directing 2-5 person design teams from concept through completion; copywriting; photo styling; partnering with Marketing to find creative solutions for catalogs, brochures, in-store POP, trade advertising, web, e-mail and direct mail; and contracting external vendors and service bureaus
- additional recent & noteworthy accomplishments include:
 - led a cross-functional team initiative to reduce Wholesale printing costs, resulting in a savings of \$300K+ over three years
 - instrumental in the design and launch of the company's first-ever digital asset management system; currently serve as site administrator
 - July 2011 tradeshow installation awarded "Best Visual Presentation" at AmericasMart Atlanta, the nation's largest wholesale gift marketplace
 - coauthor of the company's Corporate Identity & Brand Standards guide

Creative Director/Principal, 5/88 to present — Rhymes With Cake; West Springfield, MA

- design and photography for an array of local/regional clients (*WRNX 100.9FM, The Nields, Frank Manzi, Liquors 44, Pawsenclaws, Greater Springfield Habitat for Humanity, et al.*)