



Jerry Lockaby

About

Marketing and graphic design professional experienced in marketing, corporate identity, branding, business development, public relations and online marketing. My creative passion for production management, expertise in graphic design processes, art direction, account management and conceptual strategies is informed by a deep understanding of the art of creating consumer experiences that sell.

Experience

Louisiana State University Teacher of Record

2019-present

Teacher of record for foundational digital art and typography classes. Assigned to the LSU Graduate Design Student Office (GDSO) as a graphic designer, project manager, and printing operations facilitator. Worked with faculty advisors and student workers to produce high-caliber print materials for the University, as well as for outside clients.

CMYKspectrum Marketing/Business Development Director

2010-present

Utilizing design expertise, coupled with a unique marketing perspective to match client goals and visions with productive marketing and advertising campaigns. Acting as a liaison between internal creative teams and client needs, ensuring that ideas are translated into exacting reality, working diligently with well-established accounts and cultivating new relationships.

ESD & Associates Marketing/Design Director

2006-2009

Charged with maintaining multiple client accounts: leading high-level strategic planning, managing day-to-day account operations and mentoring account team and ensuring successful customer relationships, while understanding the client's product, business culture, competition and targets.

Consulted with clients and agency staff concerning project details, schedules and deadlines, handled budgets and managed campaign costs, positively and professionally represented the agency at all industry functions and client events, trained clients in Web site maintenance and software usage; generated new business prospects and managed the process of responding to requests for proposal and developing strategic solutions for website development.

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Education

Louisiana State University College of Art & Design

Master of Fine Arts
Major: Graphic Design
Member: Phi Kappa Phi
National Honor Society

Bachelor of Fine Arts
Major: Studio Art/Graphic Design
Member: Tau Sigma Delta
National Honor Society

Skills

Adobe Photoshop, Illustrator, InDesign, XD advertising campaigns, brand management, budgeting, concept development, corporate identity, market/strategic planning, media planning and buying, print production, presentations, proposal writing, fund-raising, event planning, English/Spanish bilingual.

Awards

IABC Bronze Quill, 2009
PRSA del Oro, 2007, 2008 & 2009
Addy, 2001 & 2002, 2019 & 2020

Breeden/McCumber
Art Director

June 2005 - May 2006

Tasked with meeting with the account management team to discuss the client's requirements; gaining an understanding of the target audience and business that the project is aimed; working closely with copywriters to generate creative ideas and concepts to fulfill client's brief; meeting with the creative director to review proofs before presenting ideas to clients; pitching ideas to clients; producing comps & digital proofs to communicate ideas to the client; briefing other members of the creative team; working with photographers, videographers and others to develop solutions for client projects; visiting and assessing different locations for potential shoots and working on location; attending meetings at production houses and with other directors; working in editing suites to oversee the finished product; advising and managing teams within the agency.

The Brownsville Herald
Graphic Designer

November 2003 - May 2005

Developed and implemented advertising campaigns in the retail advertising department in conjunction with a team of sales representatives and assistants. Created special sections and marketing programs, including rate cards and in-house campaigns to promote the newspaper's identity within the community.

DSI-LA/ProtoType
Graphic Designer/Prepress Manager

January 2000 - October 2003

Handled client relations as well as billing, inventory and management tasks. Managed multiple client & in-house assignments, solved production problems, maintained working relationships & cultivated new clients while creating high quality products. Tasked with identifying and implementing technology improvements, supervising & scheduling prepress staff & equipment, customizing workflows for clients & providing technical assistance to customers and staff.

Overseeing all phases of print production through a working knowledge of traditional prepress skills such as outputting film for printing; producing contract proofs for color accuracy, checking registration and identifying moiré pattern problems; performing press checks; capturing high-end digital imaging through drum scanner operation and producing design works using all major software programs.

Project management & art direction from initial concept through production of corporate identity and branding systems, stationery packages, signage, trade booth graphics, billboards, invitations, booklets and advertisements for a diverse set of clients.

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