



Resume for Monty Todd

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Find Something to Love

I'm Monty and I'm the creative point person at **KCI Media Group**. Before working in design communications, I spent 8 years in advertising sales and marketing at The Charlotte Observer. Over time I became interested in visual communication and decided to make a shift, and go back to school for design. That developed very quickly into a 'love affair' with all things design, and a new career path.

Design Experience

August 2013 to Present. Lead Creative **KCI Media Group, Charlotte, North Carolina**
Determine art direction and overall design aesthetic for 3 niche publications. Responsible for layout design work and covers for publications. Manage coinciding content for their respective websites. Produce email marketing and other digital/marketing channels. Design client print and digital advertising. Handle all print mechanicals and vendor management. Manage the performance and reporting of digital campaigns. Create all sales support materials. Curate content archives and much more.

November 2011 to August 2013. Senior Designer **SPARK Publications, Matthews, North Carolina**
Art direction and design for 8 National, Regional and Local magazines, including *Lake Norman Currents, Signage Solutions, Charlotte Chamber, PRIDE, UNC Charlotte Magazine, and Ballantyne Magazine*. Custom-published books. Retail catalogs. Marketing design, logos and promotional art. Maintaining publication CMS websites.

May 2010 to November 2011. Designer **Carolina Pad, Charlotte, North Carolina**
Design and product packaging work on 'fashion' stationary, school supplies, office products. Designs sold in Walmart, Target, Staples, and other national retailers. Product Photography, toning and digital manipulation. Copywriting for the collections.

November 2006 to April 2010. Senior Designer and Art Director **The Charlotte Observer/ Targeted Publications**
Art direction and design for the targeted publications of the Charlotte Observer, including *SouthPark Magazine, Lake Norman Magazine, Carolina Bride, UCity Magazine* and several others. Designed feature layouts and covers. Photography, copywriting, illustration. Collaborated with editors on headlines and other copy. Worked with the Creative Director on photography assignments. Designed print advertising and sales support materials. Collaborated with Editorial Directors, developing upcoming editorial budgets and compelling feature stories.

January 2006 to May 2006. Design Internship **The Lyerly Agency, Charlotte, North Carolina**

1995 to 2003. Advertising Consultant **The Charlotte Observer, Charlotte, North Carolina**

Skills

Apple OS X, Adobe Creative Suite
Microsoft Office programs. Filemaker Pro, Suitcase, Toast. Transmit, FTP uploading and retrieval.
Wordpress and DNN 9 CMS websites. Constant Contact and AWeber email marketing, Issuu digital publishing. Current social media platforms. Adobe Acrobat advanced editing and optimizer skills.

Education and Training

2006 A. A. S. Advertising and Graphic Design CPCC.
1995 B. A. History, UNC Charlotte

References

Professional portfolio and references available.

Awards

UNC Charlotte Magazine: National 2012 Platinum MarCom Award. Category: Educational Magazines.
Signage Solutions Magazine: Best in Show/North Carolina. BMA Carolinas. Category: Trade Magazine Series. **Just Olive:** Honorable Mention. Childrens Book. **BCC Rally:** Gold Award. Category: Pro Bono. MarCom.