




ROB LETOSKY

 586.719.4746

 RobertLetosky@gmail.com

 RobLetosky.com

EXPERIENCE

THE MARS AGENCY

Fall 2019 - Present

FREELANCE ART DIRECTOR

- Designed various web static and animated banner ads for desktop, mobile, and tablet as well as emails, digital flyers, and brand showcase pages for Walmart's website.
- Worked on the Walmart Canada client, creatively producing all deliverables within brand guidelines.
- Created banner ad campaigns as well as images for social posts for Facebook and Instagram.
- Developed a retail banner ad campaign consisting of over 300 ads, including static, animated and social units.
- Cut out and photoshopped client supplied assets for the Walmart Canada site.

MGM GRAND CASINO

Spring 2019 - Fall 2019

FREELANCE ART DIRECTOR

- Produced identities for monthly promotions which included a range of deliverables from print to digital.
- Photographed products and events at the casino floor for marketing purposes.
- Retouched photos in order to highlight certain product features as well as to fit various layouts.
- Followed the creative process through from conception to printing everything in-house from large banners to brochures to casino floor signage.

ART VAN FURNITURE

Summer 2018 - Spring 2019

GRAPHIC DESIGNER, ART DIRECTOR

- Developed inserts for newspaper, direct mail, print ads, & catalogues.
- Involved in conceiving for sale events and in-store branding.
- Directly worked with buyers to fulfill their requests for product to be featured in sales.
- Put together shot lists for photographers in addition to creating photo mockups as reference.
- Lead the creative development of multi-channel campaigns, ensuring the consistency across print, digital and social communications.

PUSH 22


Spring 2017 - Spring 2018

JR. ART DIRECTOR

- Designed and resized magazine ads, online ads, social media, digital banners, billboards, etc.
- Directly involved in client meetings, presented work to clients, organized and developed pitch presentations.
- Creatively involved in various rebranding projects from making mood boards to brainstorming to concept and logo creation. Once logo and concept were approved, developed a creative strategy for the brands alongside the Creative Director in which I carried out all design work for a wide array of ads.
- Worked on various accounts in the greater Detroit area such as Dassault Systemes, Federal Mogul brands, and Ascension Hospitals including Ascension Crittenton, St. John's, and Genysis.



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EXPERIENCE CONT.

REAL INTEGRATED

Spring 2016 - Spring 2017

FREELANCE GRAPHIC DESIGNER

- Designed and resized magazine ads, online ads, social media, billboards, etc. through Adobe CC.
- Collaborated with Account Representatives to meet client needs.
- Sent jobs to print working under very strict deadlines; within a day or two.
- Worked on various accounts in the greater Detroit area and Las Vegas such as Soaring Eagle Casino, The Henry Ford, The D Casino, Downtown Las Vegas Event Center and Desert Diamond Casino.

CENTRAL MICHIGAN LIFE

Fall 2014 - Spring 2016

CREATIVE DIRECTOR, GRAPHIC DESIGNER

- Led weekly meetings to update status.
- Managed and assigned client projects to employees.
- Designed layouts for newspaper pages in Adobe CC.
- Drew original artwork for centerpieces.
- Creatively developed retail, dining and medical advertisements for newspaper as well as prepared them for print.

EDUCATION

CENTRAL MICHIGAN UNIVERSITY

MT. PLEASANT, MI

Fall 2013-Spring 2016

BFA IN GRAPHIC DESIGN

SKILLS

- Illustrator
- InDesign
- Photography
- Wordpress
- Photoshop
- After Effects
- Microsoft Programs
- Dreamweaver CSS/HTML

REFERENCES

Available upon Request.