



Lazarus Chernik

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Objective

- "To leave a legacy of beautiful and intelligent design."

Employment History

- **2009-2016 Executive Creative Director** **Echo-X Illustration**
Sammamish, WA - Designed and developed brands for clients in a format to be handed-off to marketing teams. Consulted on marketing and advertising strategies, bringing top-level insight and execution to all levels of clients. Clients include Miller, Coors, Heineken, Celestial Seasonings, Topp, Hasbro, Publix, Calliope Games, Penguin, and many more.
- **2007-09 Senior Internet Advertising Creative Director** **Zimmerman & Partners Advertising**
Ft. Lauderdale, FL - Built the Internet Advertising department from scratch for top 15 ranked Ad Agency (\$2 Billion+ in annual billings). Developed marketing and advertising strategies for Fortune 500 clients with \$100+ million marketing budgets. Staffed, equipped, developed all new processes and documentation, and trained 100+ account services professionals and administrative staff in Internet Advertising, Marketing and Web site design and development. Developed and managed over 100 websites, design and delivery of multiple campaigns weekly, all social media strategy and implementation.
- **2005-06 Chief Creative Officer** **MedSpa Technologies/Sleek MedSpa**
Boca Raton, FL - Developed and managed six brands, including all marketing and advertising initiatives in the MedSpa Industry including mall positioned medical spas. One brand was a developer of custom CRMs for the MedSpa Industry. Designed modular CRM tool and development into a boxed product.
- **2003-04 Owner/Creative Director** **Valkyrie Design Group**
Boca Raton, FL - Launched new full-service Advertising Agency (TV, Radio, Print, and Web) focused on delivering highest-caliber Return-On-Investment driven campaigns. Was the driving and creative force behind successful new brands and the powerful reformulation of existing brands. Clients included Consumer Reports and Boston Scientific and ranged across beauty/fashion, technology, real estate, retail and business services.
- **2002 Creative Director** **USTender, LLC**
New Jersey - Developed and managed brand of a unique catalog company from scratch. Managed, staffed, trained, purchased art studio for unique (patented) global market research firm. Successfully led studio to coordinate and produce over one million catalogs per month with supporting "retail-emulating" web-site and advertising. Developed all creative to implement creative brief provided by Marketing Director.
- **1999-2002 Creative Director** **ASC Technologies, Inc.**
New York, NY and Stamford, CT - Managed, Staffed, trained Internet advertising & development division for national web development firm. Developed and managed Internet brand strategies and product design/development for Fortune 500 clients including GE Capital and vSimplify. Pioneered international implementation of the web design and development process including time-lines, communication procedures and Return-On-Investment accountability procedures. Numerous dramatic successes including a \$3 Million start-up that successfully lobbied for changes in Federal Legislation and designing a \$150,000 web-site that sold for \$110 Million.
- **1998 Adjunct Instructor - Computer Graphics** **Skidmore College CCI**
- **1997-1999 Creative Director** **Dura-Ware Co. of America, Inc.**
Shared credit with Marketing Director for increasing company gross revenue by 27% in a 14-month period. Purchased and managed award-winning Art Studio for internal Marketing Department. Produced all advertising, collateral, product designs, label designs, catalogs, sale sheets and more.
- **1996-1997 Sr. Graphic Designer/Team Lead** **Xerox**
Lead designer and team lead for external clients including Citicorp Securities.
- **1995-1996 Graphic Designer** **Citicorp Securities**
Graphic design for desktop publishing group inside Citicorp Securities. Designed internal documents, presentations, and promotional items.
- **1994-1997 Freelance** **Various Agencies & Clients**
Highly sought-after and highly paid consultant for choice advertising campaigns. Worked with the best, for the best. Fortune 500 clients.
(Agencies included: Deutsch, Grey, RSCG-Euro, MJB Marketing, etc.)

Education

- **1994 Pratt Institute of Art & Design - B.F.A. Advertising Art Direction/Computer Graphics**