

Ed Helmstead

Phoenix, Arizona
602.703.2612
ed@helmsteadcreative.com

Professional Summary

Superb professional talents gained through more than 10 years of practical Graphic Design and Advertising experience. Highly organized with exceptional creative and problem solving skills. Effective communicator capable of presenting creative concepts in a coherent manner. Experienced leader adept at influencing others. I am seeking a challenging opportunity as Creative Director.

Skills & Qualifications

Advertising

- Multiple national and regional advertising campaigns, including work for leading companies in the travel, real estate, and consumer products industries.
- Print, Outdoor, Web, Radio and Television for both consumer, and B2B.

Package Design

- 10+ years experience designing packaging for a variety of successful consumer products, including: Energy shots (creating one of the top-selling brands); Health supplements; Food & Beverage; and Tobacco.
- Familiarity designing for a wide assortment of packaging forms and substrates, such as: Shrink Wrap; Labeling; Chipboard; Corrugated; Foil; Metal; and Plastics. Skilled at providing the most cost-efficient solution for any packaging project.

Marketing

- Expertise in creating successful product marketing campaigns: Point-Of-Sale, displays, product sales sheets, and promotional campaigns.
- Created multiple internal marketing and training programs, including presentation decks, training manuals, and corporate collateral.

Branding

- Created dozens of logos and branding for a variety of clients, from international consumer products, to locally owned businesses.
- Experience designing and implementing Corporate Identity guidelines.

Additional Skills

Illustration

- Proficient in traditional and digital styles.
- Commercial and Editorial
- Game design

Web Design

- Front-end site design, utilizing CSS, as well as some minor coding.
- Design for Consumer-driven product, and Corporate sites

Copywriting

- Experience writing ad copy for all forms of print media, as well as web and radio
- Internal marketing collateral

Experience

Helmstead Creative & Consulting, LLC, Phoenix, AZ 2016-Present

Principal / Creative Director

Creative Services and IT Consulting firm. Services include branding, advertising, packaging, web, and graphic design.

Prime Time International Distributing, Inc./21st Century Brands, Phoenix, AZ 2007-'16

Creative Director

Created and oversaw all print, digital, and multi-media creative, including: product development; brand identity; package design; brand advertising and management; promotional materials; trade show exhibits; viral and social media campaigns; and all marketing collateral. As part of the Marketing Team, also involved in analyzing sales data; creation of sales promotions; and product sales training.

Technical Proficiencies

Adobe Creative Suite (Illustrator, Photoshop, InDesign, Muse, Dreamweaver, Premier, Animate); and Microsoft Office (Word, Powerpoint, Excel).

Clients

Some past and present clientele include:

Rich Dad

Ottawa University - Arizona

Urban Greenhouse

Japan Tobacco International (JTI)

Cold Stone Creamery

Hawai'i Visitors & Convention Bureau

GolfLogix

Phoenix Zoo

Avis Rent-A-Car