

EDWARD CRAWFORD

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PROFESSIONAL EXPERIENCE

The Art Institute of Philadelphia 2007 to Present

Philadelphia, PA

Associate Director, School of Design/Creative Director 2010 to Present

Develop creative initiatives to support school mission and objectives. Assist Academic Directors in faculty / student management and administration of the School of Design (advertising, audio, graphic design, interior design, industrial design technology, and web design / interactive media).

- Manage the development of college brand
- Student club advisor
- Design and maintain college blogs, school newsletter, promotional material and magazine
- Oversee student design team
- Manage the program's image within the school and the community through print and web efforts
- Communicate and coordinate with appropriate institute and community resources as needed in order to assist with student needs
- Student gallery curator
- Oversee department assessment process and budget for the School of Design programs
- Diversity task force committee member

Assistant Academic Director of Graphic Design/Advertising 2007 to 2010

Develop creative initiatives to support school mission and objectives. Assist the Academic Director in the overall management and administration of the graphic design program.

- Participated in the selection, training and management of faculty and staff
- Ensured quality education is provided to students through faculty observation and development
- Annually prepared and managed the program's budget
- Managed the program's image within the school and the community through print and web efforts
- Advised students on their academic process, professional portfolio, and identifying and curriculum issues
- Served on various internal committees for the purpose of academic accreditation, student persistence and technology review
- Communicated and coordinated with appropriate institute and community resources as needed in order to assist with student needs
- Designed and maintained department blog, newsletter, promotional material and magazine
- Created marketing initiatives for potential students

PBM, Inc., 2002 to 2007

Philadelphia, PA

Creative Director, Owner

Defined marketing strategy for various clients. Developed, executed, and managed comprehensive marketing plan encompassing integrated marketing initiatives designed to penetrate and grow targeted markets. Communicated with customers, and vendors to coordinate overall marketing effort in accordance with company goals. Planned and carried out regional market research and analyses. Led and directed a forward-thinking marketing team of five.

- Project manager, supervisor

- Oversaw general office operations including client consultation, project estimation, inventory control and bookkeeping
- Hired, supervised and mentored employees, interns, in-house and freelance designers
- Head of all marketing and promotion for company
- Creative director for all graphic design and web design projects
- Designed print graphics for magazines, newspapers, calendars for private business and organizations

Beach Creative Communications

2005 to 2006

Philadelphia, PA

Marketing Consultant

Worked within a team environment to carry out a full range of marketing functions. Established various merchandising programs, developed and executed yearly promotions, and implemented product knowledge training. Assisted in grand opening events and communicating marketing programs. Developed creative programs and marketing collateral to execute promotional calendar.

- Performed lead role in the design and production of print, identity, packaging, multimedia, and web design
- Negotiated and collaborated with product marketing and account partners to create and customize programs that improve sell-through for target markets
- Worked with marketing, advertising, merchandising and account executives to develop strategies that generated sales for new or selected services
- Created and implemented marketing campaigns and strategic plans for successful product (service) launches and promotions

Falkonqwest Productions

2004 to 2006

Encino, CA

Creative/ Marketing Consultant

Established specific marketing programs for regional outlets. Developed and executed monthly product promotions for packaged products (CD/DVD/). Assisted in grand opening events and communicating marketing programs. Developed creative programs and marketing collateral.

- Directed and managed the development and production of catalogues, brochures and direct mail marketing collateral materials
- Designed and executed meetings, special events and trade show calendar, included planning, budget development and event management
- Maintained corporate library, updated company fact sheet and biographies, handled press releases, arranged advertising space for industry-related articles and print ads for publications

EDUCATION

Argosy University / Arlington, VA

Doctorate of Education, Organizational Leadership Anticipated Graduation 2013

University of Phoenix / Phoenix, AZ

Masters of Business Administration, Marketing 2007

University of Massachusetts / Lowell, MA

Bachelors of Fine Arts/Graphic Design {National Dean's List} December 2000

AFFILIATIONS

Girard College Alumni Association / President / Philadelphia Chapter

AIGA Philadelphia / Membership Committee