



DAVID BOSLEY

**ART DIRECTION
GRAPHIC DESIGN
WORDPRESS**

SKILLS

ADOBE CC:
PHOTOSHOP
ILLUSTRATOR
DREAMWEAVER
INDESIGN
COPYWRITING

CONTACT

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PROFILE

Award winning automotive brand and retail media advertising; concept, strategy and production. Package goods and consumer products development, testing and all marketing materials. CRM development; 360 degree marketing. Corporate ID, Editorial Design, Digital and traditional Illustration. WordPress and HTML web design and development .

EXPERIENCE

2010 TO PRESENT

Freelance / Contract: Colombo Media Group, Auburn Hills, MI; Marketing Plans, Inc., Livonia, MI; Amara Digital Media, Traverse City, MI.

Freelance Assignments: Automotive design & production, on-demand regional ad agency. New business development, web design, logo design, branding and collateral print design; copywriting, editorial, art direction, design, print and broadcast production, HTML email and social media production

1992 TO 2010

BBDO Detroit Vice President, Executive Art Director

Accounts: Chrysler / Jeep / Dodge

Create, develop and produce award winning national brand commercials, new incentive and

seasonal event campaigns for Chrysler, Jeep & Dodge brands.

Supervise, manage and produce running footage film new MY vehicles for national distribution.

1985 TO 1992

Rubin, Postaer & Assoc., Los Angeles Assoc. Creative Director

Accounts: American Honda, Home Fed Bank, California Lottery (pitch, start-up & launch), Southern Cal. McDonald's, San Diego Chargers.

Create, develop and produce award winning national brand commercials and national print media for Honda brands.

EDUCATION

Johns Hopkins University / Graduate Study Advertising

The Maryland Institute / Graphic Arts

Towson University / Graduate Study Education

The University of Maryland / BA - Athletic Scholarship: Lacrosse

The Boys' Latin School of Maryland / Senior Class President