

DAVID L. COOK
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EXPERIENCE

ORIGIN EAST WEST, Everett, Washington

Owner/Creative Director (1988 to Present) – Origin is a company that develops and manages the branding and marketing efforts of technology-based businesses on both coasts. I am personally responsible the creative design and writing of sales brochures, tradeshow booths, catalogs, product sheets, assembly guides and trade advertising. I also direct photography, manage printing, meet with clients and make creative presentations.

CAMPLAIN COLLEGE, Burlington, Vermont

Adjunct Faculty (2008 to 2010) – I taught in the Communications program at the College.

Visual & Digital Fundamentals – basic Photoshop and color theory course

Digital Artwork – foundation course in Illustrator & Photoshop

Website Design – principals of website organization, design and copywriting

WORTHLEY & WHEELER

Vice President & Creative Director (1984 to 1988) – Beginning as an Art Director, I was responsible for design, production, estimating and production management. Later becoming the Vice President, I was responsible for the management of creative staff as well development of creative that included both copy and design. I worked directly with Bill Wheeler.

LEGASSE ADVERTISING ASSOCIATES

Art Director & Production Manager (1982 to 1984) – Legasse Advertising was the largest agency in New Hampshire. I was responsible for the design and production of advertising and printed materials for clients including the New Hampshire Lottery and McGraw Hill Publishing..

WRIGHT DESIGN ASSOCIATES

Graphic Designer & Production Manager (1981 to 1982)

SKILLS

Strategic marketing • Brand management • Graphic design • Copywriting • Creation and management of campaigns for print, radio, television and direct mail • Web development • Inbound Marketing • Social Media Strategies • Media planning and buying • Business Management and Budgeting • Digital and offset printing technology

EDUCATION

Degree in Marketing Communications from the University of Maine

Degree in Graphic Design and Printing Technology from the Maine Center for Technology