



# ADAM GLENDAY

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## QUALIFICATIONS PROFILE

Seasoned professional with a successful career managing the vision, development, and production of high-impact design strategies to increase positioning, visibility, and revenues for leading companies.

- Creative and resourceful leader with hands-on experience in illustration, art direction, design, layout, and project execution.
- Energetic and versatile manager with a proven capacity to create brand-driven design projects from concept through completion.
- Dedicated team builder and motivator with strong interpersonal and communication skills.

## PROFESSIONAL EXPERIENCE

### **AGCO CORPORATION, Duluth, GA, 7/2003 – Present**

*Manager, Creative Services*

Leads Art Directors and creative staff to enhance the presentation, visibility, and profitability of the company through exceptional quality designs and flawless project implementation. Directs the design and production of marketing materials, brand identities, exhibit graphics, trade show graphics, and Web interfaces for eight national and international brands. Manages budgeting and forecasting functions. Provides leadership and on-the-spot training to other internal Art Directors. Quickly resolves design problems. Tracks and reports on project status. Attends creative briefs with senior staff. Supervises external printers, copywriters, designers, photographers, and others.

- Successfully led the creative designs of exhibits within AGCO's new Intivity Center, built in Jackson, MN. This facility showcases AGCO's past, present and future innovation and productivity in the manufacturing of their agricultural products, such as the Massey Ferguson and Challenger high-horsepower tractors.
- Played an important role in a major company transition by developing new corporate and divisional logos and creating the brand of the company and products.
- Demonstrated excellent attention to detail, discipline, and ability to communicate ideas to Executives and teams.

### **DCA MARKETING OFFICE AT FORT MCPHERSON, Fort McPherson, GA, 7/2001 – 7/2003**

*Marketing and Graphics Specialist*

Conceived and developed marketing plans for diverse clients within the Morale, Welfare, and Recreation (MWR) Division of the U.S. Army which included the on-site bowling center, golf and community clubs, and child and youth services programs. Managed the department budget. Coordinated vendors, managed time lines, and ensured that on-budget and on-time completion. Designed and created all print and online marketing materials. Directed personnel, recommended pay increases, and served as a trusted leader and advisor.

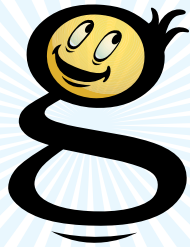
- Established the first Web site for the MWR division at Fort McPherson, a resource that was used to provide essential information to 250,000 users while serving as a dynamic marketing tool.
- Proactively restructured printing procedures, substantially improving quality and turnaround times while reducing costs.

### **XPANSIONLAB, INC., Atlanta, GA, 7/2000 – 7/2001**

*Creative Director for Web Interface Design*

Consulted with the CEO to plan and execute the vision for the company's Web presence. Spearheaded the Web site design and development effort by working with Programmers, Designers, and an Editor during the course of the project. Produced all company icons and logos and developed illustrations for the Business Xpansion Journal. Wrote Web content. Created banner ads and Flash animations for clients. Provided hands-on training and coaching to three Designers.

- Successfully designed the company Web site, acn.net, from the ground up as well as a site for its subsidiaries, xpansionlab.com and GCNnetwork.net.
- Created the look-and-feel of the company's Web product, ACN-Odyssey; designed the interfaces for all Web and Intranet sites.



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## **TECHSONIC INDUSTRIES, INC., Alpharetta, GA, 6/1999 – 6/2000**

*Creative Director / Senior Graphic Designer*

Directed, orchestrated, and participated in the design and production of high-impact marketing materials, point of purchase displays, and publications that aligned with specific brand strategies. Managed projects from initial concept through final delivery. Served as Art Director for photo shoots. Coordinated with Brand Managers, Product Designers, Technical Writers, and Translators to introduce outstanding designs to the U.S. and French markets. Mentored and managed the performance of a Graphic Designer.

- Maintained open lines of communication with Brand Managers that all designs and projects were consistent with brand identity.
- Expertly designed and created new product logos, print ads, product manuals, exhibition booths, and other items that were integral to marketing and branding efforts.

## **DCA MARKETING OFFICE, Fort McPherson, GA, 3/1996 – 6/1999**

*Graphic Designer / Supervisor*

Consulted with key decision makers from several divisions within the Ft. McPherson and Ft. Gillem communities of U.S. Army to deliver innovative graphics and promotional materials. Skillfully planned time lines and resources. Interacted with vendors and printers. Designed brochures, marketing collateral, logos, Web pages, and business cards. Provided leadership, training, and support to personnel.

- Recognized for strong leadership talents with an immediate promotion to a supervisory role.
- Created designs that were selected as Army standards for advertising initiatives and collateral.
- Significantly increased the client base and improved the success of the design department by surpassing customer expectations with superior quality finished projects.

### **EDUCATION**

**Bachelor of Fine Arts in Commercial Design** (1995)

**Jacksonville State University** – Jacksonville, AL

Graduated Magna Cum Laude with Special Honors in Art, GPA 3.89

### **HONORS AND RECOGNITION**

18 Pieces of Artwork in the Permanent Collection of the U.S. Army Museum of Art in Washington D.C.

Three Pieces Published in the Book, *A Portrait of an Army*

1990 Member of the All-Army Artist Team

Four First-Place Winnings at the Juried Art Exhibitions of Jacksonville State University

### **FREELANCE EXPERIENCE**

**Glenday Designs** – Provide custom design projects for diverse clients to align with their vision and goals. Manage a wide range of projects from concept through completion.

### **TECHNICAL PROFICIENCIES**

**Operating Systems:** Mac and Windows

**Software Expertise:** Adobe Illustrator, Photoshop, Muse, InDesign, Acrobat; MS Word, Excel, PowerPoint; HTML, and some JAVA

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