

DAVID THOMAS WUENSCH

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Design Portfolio: www.david-wuensch.com

PROFESSIONAL EXPERIENCE

Bishop Interactive (Rigzone.com), Houston, TX

Creative Director

May 2006 - Current

PROJECT & TEAM MANAGEMENT

- Manage all aspects of creative team, including hiring responsibilities, executing performance reviews, establishing quarterly goals, and setting salaries.
- Occasionally manage members of editorial and programming development staff, depending on project requirements.
- Organized and led the Rigzone media coverage of OTC 2008, including the design and deployment of an OTC-news portal, coordination with OTC officials, management of Rigzone editorial staff on the event floor, directing online news production, and planning a full marketing campaign to promote coverage project.

MARKETING

- Champion marketing strategies designed to consolidate messaging and bring consistency to creative assets to help expand online property portfolio.
- Responsible for all internal marketing efforts from marketing plan development to creative design and plan execution.
- Worked closely with company president to ensure marketing initiatives coordinated with sales priorities and goals.

DESIGN

- Responsible for extending company brand through creative design services, while maintaining brand integrity.
- Responsible for creating full brand identities for new properties, including parent company, Bishop Interactive.
- Led site design and redesign efforts for over 6 properties.
- Produced and designed media kits sites showcasing products and services offered by Bishop Interactive.
- Managed production of HTML email marketing pieces for all properties.
- Responsible for online banner ad and print ad creation for advertisers and internal marketing efforts.
- Designed and produced quarterly magazine, the *Rigzone Reporter*, including printer selection and ad management.

AD TRAFFICKING

- Oversaw the management of online ad trafficking for all properties, as well as the reception and approval of printed ad materials for quarterly publication.
- Developed and maintained ad specification and quality guidelines for online and printed ads.
- Organized fledgling advertising management process into robust system with emphasis on customer care and retention.

ONLINE PROPERTY MAINTENANCE

- Ensured daily graphical needs of Rigzone editorial staff were met.
- Responsible for non-programming related changes to user interfaces for all properties.

Continental Airlines, Houston, TX

Senior Interactive and Visual Designer, Interactive Marketing

February 2005 – April 2006

- Managed interactive and visual design team, including the development of project schedules and production estimates.
- Served as lead architect in the design and production of all online banner ad campaigns, which consistently resulted in a 150% ROI in key media placements.
- Coordinated efforts to maintain consistency in the look and feel of campaigns in all online media spaces (off-site media buys, continental.com ads and email subscriptions.)
- Worked as technical liaison between integrated marketing agency (MediaVest) and internal design team to ensure banner ad quality during the deployment and trafficking process.
- Led weekly design team meetings aimed at coordinating all production processes and creative development.

- Developed work flow strategies to enhance team agility in response to ad-hoc campaigns (fare sales, international media buys.)
- Maintained and designed new HTML email templates for a base of over 2,000,000 subscribers.

Continental Airlines, Houston, TX

Internet Developer / Production Artist, Electronic Marketing

February 2003 - February 2005

- Worked closely within a two person creative team to conceptualize and produce all online marketing collateral, including off-site rich media banners, and on-site advertisements.
- Responsible for continental.com international micro-site development and production, including the coordination of content delivery and the design of all visual aspects. Micro-sites included the United Kingdom, Ireland, Spain and France.
- Maintained the Agency Information Center (AIC) and the Corporate Information Center (CIC) extranets, including the production of daily news releases and the development of the initial designs for both extranet architectures.

Mongoose Technology, Inc. , Houston, TX

Technical Writer / Graphic Designer

March 2002 - February 2003

- Responsible for developing online documentation system for PortalStudio, an enterprise portal deployment application, including structural design and content.
- Worked closely with technical development team to create industry standard user interfaces for portal Web Components, as well as the design-time user interface for the PortalStudio Product.
- Designed numerous demonstrations of PortalStudio which included complete integration with prospective customer's corporate identity and branding.
- Developed marketing collateral including logos, Flash demos and brochures.
- Co-designed corporate website.

TriNET, Inc. , Houston, TX

Marketing Manager

September 2001 - March 2002

- Worked with the Regional Directors of Business Development to create and implement a comprehensive marketing strategy, with an emphasis on service branding and the establishment of a corporate identity.
- Designed and oversaw the development of all marketing collateral, including logos, brochures, multimedia displays, as well as trade show material.
- Created and maintained corporate website.
- Identified qualified Baan ERP service and product sales opportunities as a direct result of the web-based marketing campaigns.

Wilson Solutions, Inc. , Houston, TX

Marketing Manager

September 2000 - September 2001

- Designed and executed an integrated marketing strategy used to identify new opportunities, incorporating direct, internet and brand marketing methods.
- Managed the development of the company software product line, including project scope definition, technical writing, positioning and pricing, as well as product launch.
- Assisted the Director of Business Development in all aspects of sales force coordination, including sales forecasting, policy and procedure development, and sales team motivation.
- Created and managed marketing collateral, including logos, brochures, tradeshow inventory and creative marketing pieces.
- Created and maintained company websites, ensuring seamless integration with the marketing strategy.
- Developed a full understanding of the Baan ERP Product, as well as a comprehensive understanding of the ERP market.

EDUCATION

The University of Texas at Austin, *Bachelor of Science in Communication Studies*
Concentration: Corporate Communication / Marketing
Graduated: May 2000

COMPUTER SKILLS & TOOLS

Software:

Advanced to Expert Knowledge of: Adobe Photoshop, Illustrator, InDesign, Flash, Dreamweaver, Fireworks
Intermediate Knowledge of: QuarkXpress, After Effects, Premiere, Swift 3d

Programming / Scripting:

Advanced to Expert Knowledge of: HTML, CSS (large proponent of standards based web development)
Intermediate Knowledge of: ActionScript, JavaScript, ASP, PHP and MySQL

ADDITIONAL INFORMATION

- Over 10 years of freelance experience in web development and graphic/visual design.
- Above average technical aptitude.
- Excellent written and oral communication skills.
- Well developed leadership and management skills.
- Earned Eagle Scout Award in May 1995.