

**Adrian Hudson**

Kannapolis/NC

704.963.9314      www.behance.net/Codofolio      hudson.al331@gmail.com

A strong professional with skills in planning, creative/business development, client & project management as well as web design, build & graphic design, I have a solid background for what is required to take a project from its conception to a successful end result. On time and on budget.

**Works with the Following Programs -**

Photoshop	Illustrator	InDesign
Dreamweaver	After Effects	Flash
Fireworks	Bridge	Final Cut Pro 7
Acrobat ProXI		

HTML5	CSS3	jQuery
JavaScript	ActionScript3	PHP
MySql	Bootstrap 3.0	

**Professional Experience in -**

Business Development	Branding	Interactive Design
Client Management	Marketing	Strategic Planning
Project Management	Graphic Design	Budgets
Sales/Promotions	Web Development	Logistics

**Student/Freelance - San Diego, CA/Charlotte, NC      July 2013 – Present**

Currently a full time student at Ai/Charlotte and working freelance with clients to develop their brand identity, SEO, websites, market share, social media and advertising presence.

- Promotional Manager for Manifesto XI 2013/Charlotte, NC
- Coordinating with clients in Charlotte and San Diego for all their advertising and marketing needs
- Development and manages client's online presence
- Consults with new businesses to help establish strong online market share

**1<sup>st</sup> Market Communications - San Diego/CA      March 2007 – July2010**

A specialized, full service marketing firm that works with clients to provide them with total marketing, branding and advertising products and services.

- Developed new clients for the company
  - Created and implemented strategic marketing plans for clients
  - Implemented successful media buying programs for each client
  - Over saw creative development for each client
  - Handled the day to day creative/media requirements for clients including: branding, copy writing, graphic design, photography and website design/build

**Builder Publications/Carlsbad, CA      August 1999 – March 2007**

National Publisher

A Canadian publishing company that specializes in creating in-house publications for builders and building entities such as Pulte, DR Horton, KB Homes, Lennar as well as Energy Star and EarthCraft House.

- Developed a national builder division
  - Developed client accounts with 6 of the top 10 national builders
  - Helped to increase company's overall sales to over \$1.2 million
  - Lead Associate Publisher teams nationally
  - Went onsite with builder clients to develop each publication specifically to each division.

page 2/National Builder Division cont'd

Project and creative development process included: interviews, photography, design and copywriting

- Raised the funds to pay for each publication's required pages
- Over saw production and printing for each Builder's projects

**Civano - Tucson, Az**

**July 1998 – August 1999**

Director of Marketing

Civano – the first sustainable master planned community in the country featuring: rammed earth, straw bale, adobe and rastra construction as well as solar photovoltaic and cistern systems.

- Developed marketing plans for each Civano participating (5) builders and for the project as a whole.
  - Developed and implemented the budget to the Civano's board approval
  - Coordinated all the newspaper/magazine advertising nationwide
  - Designed and implemented Civano's Grand Opening week long onsite events
  - Coordinated with AZ Governor's office for opening day appearance
  - Successfully liaised with Vice President Al Gore's office for personal endorsement for the grand opening

**United Homes – Scottsdale. AZ**

**March 1994 - June 1998**

Director of Marketing

One of the top 100 builders in the US, United Homes is a family-owned company with projects in the Midwest and Southwest.

- Developed and implemented marketing and media plans for each United Homes' divisions in Michigan, Illinois and Arizona for print, tv and radio
  - Planned and implemented division budgets to a total of \$900,000
  - Designed branding guidelines and support materials for all subdivisions throughout the company including: sales materials, business cards, letterheads/envelopes, signage, and ads
  - Managed the development, building and installation of all sales offices and models.
  - Developed and implemented all public relations and sales promotions

**Education**

Ai/Charlotte - WDIM

January 2013 to Present

Ai/San Diego – WDIM

July 2010 to December 2013 (transferred)

Arizona State University – Final course towards MFA

University of Florida - Bachelor of Fine Arts

Manatee Jr. College – Associated of Arts

Sarasota High School - Graduated