

# Todd Michael Fenton

Art director, Designer

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## Experience

Senior Art Director | **Something Massive** 2021-

Tasked with creative oversight and output for several different CPG brands, like Flying Embers, Great Lakes Wellness, gimMe Snacks, Holle USA, and more. Responsible for creating moodboards, shot lists, and creative planning for video & photo shoots.

Developed both paid and organic content for several social channels and digital ad placements. Also maintained digital brand needs such as website homepage designs, email template designs, internal marketing materials, etc.

Art Director | **AMP Agency** 2019-2021

Day-to-day creative oversight on Just For Men. Responsible for brainstorming, concepting, executing, and collaboration with other team members to meet the clients' creative needs quarterly. Also contributed to a number of successful business pitches, such as Hot Tools Professional. Led an internal agency team to re-work our visual identity, create a welcome-kit for new employees, and update agency core values.

Graphic Designer | **AMP Agency** 2017-2019

Lead designer for clients such as Just For Men, Virtue, Life is Good, and Aquaphor. Art direction for Just for Men & Life is Good. Pitched, won, and executed new business campaigns agency-wide. Responsibilities ranging from digital design, motion graphics, art directions, production, intern management & mentorship.

Graphic Designer | **Freelance** 2015-2017

Concepted, produced, and packaged original print and digital designs for local companies, organizations, and nonprofits. Negotiated and confirmed contracts & deadlines for individual projects and campaigns.

Assistant Creative | **Grand Valley State University** 2012-2014

Concepted, produced, and edited original online video content targeted to university students. Designed, printed, and assembled work for local conferences and exhibitions.

## Education

MA Communication Design | **University of Westminster** 2015-2016

BA Film & Video | **Grand Valley State University** 2010-2014