



MICHAEL MAKINS

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Highly creative multitalented award winning Graphic Designer and Creative Director with 30 years of experience in multimedia, marketing and print design. Exceptional leadership, collaborative and interpersonal skills; dynamic team player with well developed client and vendor relationships. Skilled at building and maintaining “win-win” partnerships. Passionate creator of innovative creative strategies in deadline-driven environments with an emphasis on meeting budget requirements.

EXPERIENCE



FULTON COUNTY DISTRICT ATTORNEY'S OFFICE
DIRECTOR OF TRIAL GRAPHICS

ATLANTA, GA • 2018

Enhance the strength of every trial team's message. Using creative expertise and graphics to focus on making complex litigation concepts more understandable and meaningful to juries and judges. Translating large volumes of case documents and facts into more meaningful, simple, and clear, but powerful persuasive messages. Partnering with the trial team for opening and closing statements presentations, exhibits, expert testimony and overall case illustration.



SENIOR CREATIVE MANAGER

ATLANTA, GA • 2003/2018

Responsible for concept, design and print management of promotional collateral for AT&T National Retail Stores.

- Allocated the annual creative budget of over \$850,000 to a variety of initiatives.
- Collaborate with local and national agencies, art directors, copywriters, illustrators, and photographers.
- Negotiate pricing for services with outside vendors such as Device Photography.
- Present marketing and advertising concepts to senior management.
- Silver Award for Outstanding Merchandising Design for 2016 Walmart Pallet Program.
- Design of the Times Gold Award for 2016 Best Buy Display



REGIONAL CREATIVE MANAGER

ATLANTA, GA • 2000/2003

Develop a wide range of graphic design projects for multiple environmental engineering offices in one or more regions.

- Use a broad range of graphic techniques to convey messages across a variety of media in a manner that is both creative and consistent with corporate identity standards and principles.
- Supervise a creative staff and/or provides input and direction to staff in offices within the region who have involvement in projects requiring graphic design and brand execution.



SENIOR WEB DESIGN MANAGER

OAKLAND, CA • 1998/2000

Manage, direct and develop the creative process. Develop a national web presence that represents KP's identity within a competitive health care industry. Successful in the areas of team building, tracking performance, motivating team in meeting 100% deadline objectives. Successfully designed Intranets for Georgia and Washington D.C. regions.

Outstanding teamwork was essential to accomplishing deadlines and client satisfaction.



LEAD MULTIMEDIA DESIGNER

ATLANTA, GA • 1996/1998

Manage and develop creative exclusively for the web and multimedia projects. Received numerous accolades for dedication, loyalty and innovative approach to interactive design. The design and development of networkMCI.com, was instrumental in saving MCI hundreds of thousands of dollars. After 3 failed attempts by other well know agencies, I was given the opportunity to develop the site and won the approval of many who had been so hard to please previously.



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EXPERIENCE



BELLSOUTH®

GRAPHIC DESIGNER

ATLANTA, GA • 1990/1996

Graphic Designer of various publications for the Northwest regions, such as newsletters, advertisements, and district meeting reports etc. Also worked as Web Designer for Building Design and Engineering Departments. Responsible for all BellSouth building records within Georgia. Designed CAD drawings for plant jobs for posting on the web.



PROFESSIONAL FOOTBALL PLAYER

1987/1990

Achieved childhood aspiration through proven work ethic and dedication.

- New York Jets Football Club 1989/1990
- Dallas Cowboys Football Club 1987/1989

EDUCATION

ART INSTITUTE OF ATLANTA

COMPUTER GRAPHICS • 1988/1990

UNIVERSITY OF TENNESSEE AT CHATTANOOGA

BFA, GRAPHIC DESIGN • 1983/1987

- 2-TIME COLLEGIATE ALL AMERICAN
- UTC SPORTS HALL OF FAME INDUCTEE

CORE COMPETENCIES

CREATIVE PROBLEM SOLVING • CREATIVE VISUALIZATION • LEADERSHIP • CREATIVE DEVELOPMENT MANAGEMENT • TEAM BUILDING EXPERT • MOTIVATION • COACHING • MENTORING • EFFECTIVE COMMUNICATOR • ADOBE CREATIVE SUITE

RECOMMENDATIONS

CHERYL MILEJCZAK • AT&T VP OF LOCAL, SPONSORSHIP & DIVERSITY MERCHANDISING

Mike has worked for me for the past 4 months when I took over the management of a local merchandising team for AT&T. Mike functions as the creative genius for our team, providing either his own creative skills to each request or providing oversight to vendor-managed requests. He has a keen eye for details and understands how to ensure the message being conveyed is clear to customers and follows retail and brand strategy. His expertise has assisted in the implementation of many local initiatives whose successful execution would not have occurred without his leadership.

SHERRY LEETHAM • FITNESS PROFESSIONAL AND CEO OF FIT2CHEER

I have known Michael since our days as students at UTC. As a female football manager, I held the unique perspective in seeing the true character of a man. Being surrounded daily, by young male athletes, their sense of humor and oftentimes their frustrations, a young lady tends to walk on eggshells. Michael always showed me respect, politeness and allowed me to feel comfortable in his presence. He was focused, knew his responsibilities to the team and exemplified excellence in being an ambassador for our university. Throughout the years since, he has become an even stronger representative within his community and being inducted into the UTC Hall of Fame, also shows that our University recognizes his contributions. I will support Michael in any endeavor he seeks to pursue and I highly recommend anyone else to take the opportunity to do the same.