

ZarneyCreative

Highlights:

- *Anchor Hocking Glass* – repositioning and packaging redesign of Toscani® glassware
- *Little Giant Pumps* – launch of PondWorks® water garden products
- *Nexbell Communications* – identity and design of corporate capabilities materials
- *Flexsys America* – visual branding and product information materials
- *Nautical Cross* – visual branding and retail packaging system
- *SS&G Financial Services* – newsletter redesign for specialized consulting groups

Experience:

Zarney Creative | Cleveland, OH — 1997 to Present

An independent consultancy

President/Creative Director – A creative resource for ad agencies, design firms, marketing consultants and corporate clients. Consulting services include brand planning and strategy, naming and positioning, corporate identity, packaging and merchandising, branded literature and online activities, advertising and sale promotion. Projects often include concept development for primary copy elements.

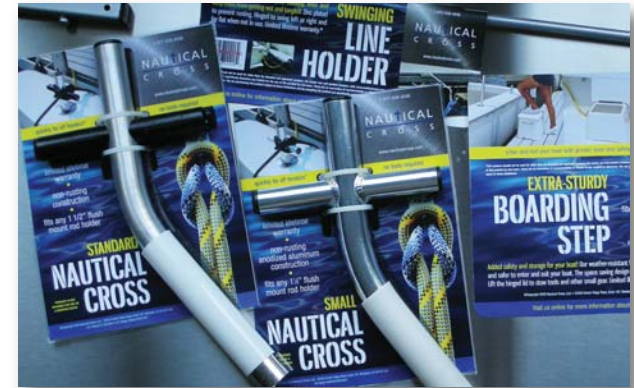
Brands – *Atlas Steel Products, The J.M. Smucker Company, Sysco Foods, National College Access Network (NCAN), Nexbell Communications, Saint-Gobain Crystals & Detectors, The David Group, Little Giant Pumps, SS&G Financial Services, Mt. Sinai Health Care Foundation*

Poppe Tyson/Bozell Worldwide | Cleveland, OH — 1995 to 1996

A subsidiary of Bozell, Jacobs, Kenyon & Eckhardt

Associate Creative Director – Developed creative, copy and art from concept through finished print and broadcast production. Worked as lead creative on numerous multi-disciplinary teams. Responsible for creative on branded new product introductions as well as business proposals for the agency. Participated in helping define the initial marketing strategies and criteria for creative and program elements.

Brands – *Dow Chemical, Flexsys America, Keithley Instruments, Minoff Lamp, Miceli Dairy Products, Nestle Frozen Foods, Parker Hannifin, Sherwin Williams, Steris Corporation, Ohio Sealants Incorporate*



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ZarneyCreative

The BoardRoom Design Group | Cleveland, OH — 1985 to 1995

An affiliate of The Jayme Organization Inc.

President/Creative Director – Responsible for management of a business unit including an annual business plan to achieve financial and creative goals. Coordinated client projects and new business activities with an account, creative and production staff of 23.

The Jayme Organization was purchased by Bozell, Jacobs, Kenyon & Eckhardt in 1995.

Brands – *Anchor Hocking Glass, American Greetings, BF Goodrich Polymers, Century Products, Diebold, Fanny Farmer, GE Lighting, Invacare, KenVet, KeyBank, Mr. Coffee, Rubbermaid, Stouffer Hotels*

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Zarney Design Incorporated | Medina, OH — 1975 to 1985

An independent consultancy

President/Creative Director – Ownership of an independent graphic design firm and management of a design and production staff of 14.

Zarney Design was purchased by The Jayme Organization in 1985.

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Townscape | Medina, OH — 1971 to 1974

An independent consultancy

President/Creative Director – Ownership of an independent design consultancy specializing in “Main Street” revitalization projects.

Recognition:

American Advertising Federation

Package Design Council International

International Brand Packaging Awards

The London International Advertising Awards

Society of Illustrators

Education:

Syracuse University | Cleveland Institute of Art

Publications:

The Core Creative Concept in Branding: A Streamlined Approach

Design Management Journal, Volume 13, No. 4, Fall 2002

<http://www.zarney.com/pdf/ZC%20PondWorks.pdf>

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