

**KEITH  
WHITMER  
CREATIVE  
DIRECTOR  
DESIGNER**

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## **Experience**

### **Creative Director / Freelance Designer**

#### **POOL INC , New York, NY**

May 2002 - Present

POOL INC is a boutique branding/design firm. I am the creative and strategic leader on all accounts. My work includes social media, web/digital design, Facebook application design, content development, print, and video.

Freelance for Agencies:

McCann Human Care, Digitas Health, Adrenaline-Havas, GSW Worlwide, Grey, Gotham Inc.

Achievements at POOL:

#### **HALSTEAD PROPERTY - MAJOR GROWTH FOR AGING REAL ESTATE BRAND [\[link\]](#)**

Leading a team of research, account management designers, and producers, our program for Halstead was hailed as the major turning point for Halstead by Diane Ramirez, the company's CEO. As a result of our rebrand, Halstead has grown from just 6 NYC offices to now over 30 offices in the tristate area with global reach and capabilities.

We created a new strategic platform, completely redesigned the corporate identity, and applied the new brand to every touch point internally and externally. The program included an advertising campaign to launch the new brand as well as a launch event for over 800 employees and press.

#### **TAKING UDI'S TO THE NEXT LEVEL [\[link\]](#)**

We helped Udi's Gluten Free broaden their reach by shifting their positioning to include a new audience: "health-based discoverers". Unlike their then-current narrow base audience of celiac disease sufferers, this new audience was interested in exploring a gluten free lifestyle by choice instead of necessity.

The approach included a new strategic positioning, an identity design shift including internal corporate applications, a complete packaging refresh, a new e-commerce website, Facebook applications, email template design, and in-store shopper marketing display and signage.

To both introduce the new brand and reach the new audience we created "The new face of Gluten Free". We redesigned their new e-commerce website to include a content hub and integrated the brand with retail and social programs. We designed and produced two successful Facebook applications that engaged an average of 1,500 fans per day.

#### **ALBA BOTANICA - CREATING A VOICE FOR A BRAND THAT HAD NONE [\[link\]](#)**

Alba Botanica is Hain Celestial's largest natural beauty brand. It had distribution but no brand personality and its small audience skewed on the older side. We gave the brand a young and sassy voice with imagery to match. We designed and launched a new e-commerce website and integrated a complete digital ecosystem that included Pinterest, Facebook, and email blasts.

## **KEITHWHITMERCREATIVEDIRECTORDESIGNER** cont'd

### **Creative Director**

#### **PlacelQ, New York, NY**

PlacelQ is a data and technology company that offers mobile media, and location-based consumer behavior analytics. I reported to the SVP, Marketing and was responsible for the overall umbrella brand as well as the creation and production of all branded product presentations, advertising, collateral and promotions.

### **VP, Creative Director**

#### **Greco Ethridge Group, New York, NY**

GEG was a B2B advertising agency specializing in the high technology sector. GEG was given the B2B agency of the year award two years running. I ran about 1/3 of the agency's business. We launched many new brands.

We created e-STEEL's first branding campaign as they transformed the \$700 billion global steel industry into one of the world's largest electronic business-to-business marketplaces.

Quoteship.com, an online auction portal for the logistics industry was launched and quickly merged with Logistics.com to create an e-commerce logistics company with global capabilities spanning all modes of transportation.

We launched Interpath Communications which was also acquired by USinternetworking Inc in 2003.

Some of my other clients included TheLibraryPlace.com, InformationWeek Magazine, and VendQuest, an industrial marketplace for the construction and trucking community.

### **VP, Senior Art Director**

#### **Young & Rubicam, New York, NY**

I created print and television advertising for many of Y&R's leading brands. KFC, AT&T, Dr. Pepper, Jose Cuervo, Advil, Kodak and others.

### **Senior Art Director**

#### **Lintas Worldwide, New York, NY**

I was hired at Lintas to work on Diet Coke but I worked on many other brands creating print and television advertising for many of their major clients like Cover Girl Cosmetics, Noxell, Heineken, Amstel Light, Cherry Coke, Coke Classic, Grizzly Beer, Molson. We won an International Film and Television award for our work introducing Cherry Coke.

### Education

#### **BA degree, Advertising Design Art Center College of Design Pasadena, CA**

Art Center is a well-known design school with an international reputation for rigorous, trans disciplinary curriculum, a top tier faculty of professionals, strong ties to industry and a commitment to socially responsible design.

Recommendations on request.