

shawn kraemer

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WORK EXPERIENCE: 2001 – Present
TracyLocke – Wilton, CT

Group Creative Director

In 10+ years working at TracyLocke, progressed from Associate Art Director to Group Creative Director at Pepsi's foremost shopper marketing agency. Currently leading the Pepsi Food Service & Anheuser-Busch teams while responsible for managing 15+ creative employees. Pepsi's Food Service division handles almost all of the creative for Pepsi fountain pours in the United States. From mom-and-pop shops to national restaurant chains like Taco Bell and Buffalo Wild Wings I drive the ideation process and creative output. Sports, music, multi-cultural, local/regional and brand marketing are daily functions. Work with all types of media including: print, digital, TV, radio, etc... Other daily tasks involve maintaining healthy business relationships with clients, presentations and pitching ideas to them. Previous Pepsi teams within TracyLocke include Sports, Shopper Marketing, Brand & Field. Previous accounts at TracyLocke also include Dicks Sporting Goods, Gatorade & Rolling Rock.

2000 – 2001

InstiPro Inc. – New York, NY

Designer/Junior Developer

Assisted in design and developed web applications using html, css, dhtml, and javascript as part of front-end web development team for instipro.com.

EDUCATION: Bachelor of Arts, Graphic Design
Western Connecticut State University, Danbury, Connecticut, 2001

TECHNICAL SKILLS: Photoshop, Illustrator, InDesign, Keynote,
Smultron HTML Edit, Microsoft Applications

RECOGNITION: Golden Pencil: CT Advertising Club - 2009 Pepsi Rockband
Dean's List: Fall 1998, Spring 1999, & Spring 2000
Recipient of the WCSU Anne Sippi Connor Trust Fund Award

References Available Upon Request...