

Bob Diakow

Creative Direction
34732 Pennington Drive
Farmington Hills
Michigan
United States

View the full portfolio at <http://www.thecreativefinder.com/bobdiakow>

Professional Experience and Curriculum Vitae

While in the position of Senior Art Director, I was able to work with various fortune 500 package goods companies. The scope of the projects varied from co-op marketing programs that included creating television spots to promotional events and marketing. As a senior member of the creative staff it was necessary to delegate work to other members of the staff, as well as working with outside suppliers to complete assignments.

Previous Clientele

- ACI • American Axle • American Heart Association • AT & T • Audi of America
- Campbell Soup Co • Cooper Automotive • Eveready Batteries • Faygo Beverages
- Federal APD • Federal-Mogul • General Foods • General Motors • Hormell Foods
- Monroe Auto Parts • Nestle'/Dole Ice Cream • New Venture Gear • Oakwood Hospital
- Stout Risius Ross • Thorn Apple Valley • U.S.G.A. U.S. Open • WJFM • Detroit YMC

Awards and Accolades

Robert Diakow
34732 Pennington Drive
Farmington Hills, MI 48335
248-231-4478

I am considered creative, innovative, and conceptual with the ability to develop and present "big ideas" for creative brand, advertising and marketing strategies that go beyond the obvious. I have developed an exceptional understanding of business strategies and tactics that I have implemented for clients of various sizes in a variety of industries. I pride my self on having a strong understanding and practical experience of the creative process as well as a ever growing knowledge of new media and marketing opportunities as well as traditional channels. Additionally I have developed the ability to communicate ideas to clients in compelling presentations. This experience has been particularly useful in the development of start up companies, where I have been able to help entrepreneurial businesses realize their goals.

My leadership abilities have enabled me to instill creativity and inspire virtually all team members while meeting/exceeding internal and client standards resulting in successful solutions.

Robert Diakow Advertising & Graphic Design
Farmington Hills, MI
Owner/Creative Director 1985 – Present

As an advertising, design, brand development and marketing consultant, I have had the opportunity to work directly with marketing, brand and product managers from some of the largest corporations in the world as well as small business innovators and pioneering entrepreneurs. Working with these professionals, I was involved in the ideation and development of ground-breaking marketing plans, advertising campaigns, brand/product launches and company start-ups from the inception of the projects to final production. During this time, I have had to manage complex projects were it was necessary to coordinate freelance contractors as well as multiple vendors in orders to complete projects.

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