

# Anthony Baer

CREATIVE DIRECTION & DESIGN



[AnthonyBaer.me](http://AnthonyBaer.me)



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## skills

Strategic Development | Integrated Marketing | Web Development  
Social Media | Direct Marketing | Digital Marketing | PPC Ads  
Outdoor Advertising | SEO & Technical Improvement | Display Ads  
Print Materials | Cold Email Marketing | Campaign Automation  
Branding | GMB Optimization | Interactive Video | AI ChatBots

## objective

**To provide every client with exceptional outcomes that exceed goals & expectations. With three decades of experience, I've evolved my response-based methodologies to all media tactics.**

## experience

### **Chief Marketing Advisor | LeadSprout Marketing | 2022 to Present**

Founded to help serve small business clients with increased sales and marketing efforts. Includes Social Media Management, Web Development, SEO & Blog Articles, Branding & Email Marketing Automation, & more.

### **Director of Marketing & Creative Services (Remote) | Prevo Health | 2020 to 2021**

Developed an online LMS and brand initiative called "Mindful U" targeted to fostering improved mental health & wellness with leadership teams for organizations. Responsibilities included strategic and brand enhancement, web development, rich media production, LMS technology integration with trigger-based communications, and more.

### **Creative Director | DMS Marketing (Remote/On-Site) Boise, ID | 2017 to 2019**

Oversaw all Creative Services for the agency and Integrated Media strategies. Included Strategy Development and direct interaction and engagement with client stakeholders. Role included Direct Marketing, Radio, TV, Digital, and Print-based media campaigns primarily within the Healthcare industry.

### **Creative Director | CHARACTER COUNTS! (On-Site) Los Angeles, CA | 2016 to 2017**

Managed all Creative activities as well as new product development to support our character-based initiatives within K-12 schools. Role included web development, educational materials, promotional materials, and product fulfillment. The CHARACTER COUNTS! Program was spun-off from the Josephson Institute into its own organization.

### **Creative Director | Josephson Institute of Ethics (On-Site) Los Angeles, CA | 2012 to 2015**

Managed all Creative activities for both the non-profit CHARACTER COUNTS! Program as well as for The Josephson Institute of Ethics. This role involved supporting the development of new educational products as well as the training initiatives for both CHARACTER COUNTS! And Michael Josephson and his ethics training programs for Police Departments and Governmental agencies.

### **Independent Contractor | LA County, CA (Remote) | 2011 to 2012**

Worked with multiple Los Angeles and Orange County clients. Initiatives ranged from print-based materials & ads, branding initiatives, direct response campaigns, web development, digital marketing, and more.

### **Sr. Art Director | Specialized Marketing Services (On-Site) Santa Ana, CA | 2009 to 2011**

Managed all Creative activities for the agency, including the selection of and engagement with external freelancers projects and initiatives. Presentation of project ideas to internal leadership as well as client engagement. Role included the development of dimensional materials, CPG good campaigns, web development, social media, and digital marketing.



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## software skills

Adobe After Effects | Adobe Illustrator | Adobe InDesign | Adobe Photoshop | Adobe Premier | Affinity Designer 2 | Affinity Photo 2 | Affinity Publisher 2 | Apple Final Cut Pro | CreateStudio Pro | Google Workspace Tools | Grammarly | High Level | Infusionsoft Microsoft Office Suite | Quark xPress | Trello | Wrike | Zapier

## resources

I maintain a comprehensive SaaS tech stack to serve clients: Social Media Management, Reputation Management, Local SEO, Web Development, Email Campaigns & Automations, Ad Campaigns, etc.

## experience (continued)

### **Independent Contractor | Orange County, CA (Remote) | 2008 to 2009**

Worked with multiple Los Angeles and Orange County clients. Initiatives ranged from print-based materials, branding initiatives, direct response campaigns, web development, digital marketing, and more.

### **Creative Director | Entremedia (Remote/On-Site) Corona, CA | 2008**

Company was primarily a specialized print shop serving regional clients. Developed Print-On-Demand (POD) campaigns for various clients while maintaining a small creative staff. Worked closely with Sales Team to develop customized Direct Marketing initiatives for outbound sales and customer retention.

### **Creative Director / VP | DMS Marketing (On-Site) Mission Viejo, CA | 2004 to 2007**

Oversaw all Creative Services for the agency and Integrated Media strategies. Included Strategy Development and direct interaction and engagement with client stakeholders. Roles also included Direct Marketing, Radio, TV, Digital, and Print-based media campaigns within the Healthcare and Cable/Broadband industries.

### **Studio Manager | Colby & Partners (On-Site) Brea, CA | 2004**

Both oversaw all studio production work for print-based materials being sent to externally for print as well as developed campaign components for the Automotive industry clients we served, including brand guidelines and templates.

### **Creative Director | DMS Marketing (On-Site) San Juan Capistrano, CA | 2002 to 2004**

Established an in-house creative team and developed direct marketing materials for cable & broadband clients across the United States. Managed all materials from concept development through final production. Created integrated marketing campaigns including radio, TV, and Direct Response materials.

### **Independent Contractor | Bates USA (On-Site) Irvine, CA | 2001 to 2022**

Worked in multiple roles within the company to both support the development of creative materials for Hyundai Motors USA, PacSun, and Aramark Uniform Services. Full-time freelance within the Studio managing Print Production as well as moonlighting on larger initiatives creatively for both Hyundai and Aramark Uniform Services.

### **Sr. Art Director | Frankel. (On-Site) Chicago, IL | 1998 to 2001**

Worked within the specialized Direct Marketing group called "Convergence 121" for clients such as Visa USA, USPS, Frito-Lay, First Union Bank, Miracle Ear, Consumers Energy (MI), and Southern California Edison. In 2000, I was nominated for and awarded Frankel Spirit Award Winner.

### **Art Director | TargetCom (On-Site) Chicago, IL | 1996 to 1998**

Created, designed and executed concepts through production-ready files for print. Oversaw photo shoots and press checks. Clients included First Card, PrimeCo, Spiegel, US Robotics, and Menards.



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## education

### **American Academy of Art | Chicago, IL | 1990 to 1993**

Specialized Associates Double-Major in Advertising and Graphic Design Degrees.

1993 Student-Body Vice President

1992-93 Yearbook, Editor-in-Chief

## philosophy

**Never stop learning or growing.  
Take risks and push the envelope  
of what's expected or comfortable.  
Be a positive force in all things you  
do and be humble doing it.  
Love your craft and it'll show.**

## experience (continued)

### **Freelance Contractor | Chicago, IL (Off-Site) | 1993 to 1998**

Actively worked upon non-competitive, project-based assignments for small local clients developing branding, web development, and print-based materials.

### **Junior Art Director | Gerald Siegel & Associates (On-Site) | 1993 to 1996**

Worked in a small agency environment with external designers on client requested modifications. Created two-and three-color designs from concept through final print preparation. Oversaw tabletop photo shoots and press checks. Clients included Ameritech, Chicago Tribune, and Western Publishing.

## recommendations

### **Joe Scialfa | VHP Healthcare (Client) San Jose, CA | 2020**

Tony was an outstanding partner. He always puts the client first, comes up with fantastic creative, and goes the extra mile to deliver impactful marketing campaigns. During his time leading the creative for VHP's Covered California marketing, we saw an over 100% increase in membership.

### **Jon Ford | Frankel. (Co-Worker) Chicago, IL | 2008**

Tony is a top-notch creative: generative in his conceiving, thoughtful in execution and dedicated to thorough execution and production. He effectively blends the technical with the creative and strategic.

### **Mark Bloom | TargetCom (Supervisor) Chicago, IL | 2008**

Tony was great to work with. He always had a great appetite for wanting to try something new. That willingness to go above the expected delivered some truly great work.

### **Julie Speck | TargetCom (Co-Worker) Chicago, IL | 2008**

Tony was a pleasure to work with. He put in a lot of hours to make sure the work got done. He paid attention to details to provide the best work that met the client's objectives. Tony was a team player who was willing to help out anyone. He was a great combination of professional and fun.

### **Michelle Tucker | Frankel. (Co-Worker) Chicago, IL | 2008**

Tony possesses a creative talent that is far-reaching. His creative vision allows him to see a concept from inception through fruition. His rock solid design skills help drive a look and feel that is always remarkably fresh while remaining true to the overall strategy and concept. His energy in brainstorms is infectious, making him a strong collaborator for all of his teammates. But what quality is Tony's best? His can-do, never-say-die attitude.

