

Edward Galm

Idea Hamster / Brand Whisperer / Photoshop Ninja / Poster Aficionado / Beer Snob

SUMMARY:

15+ years experience as senior creative leader in all media, bringing a proven knowledge of creative strategy, vision, communication, and management - delivering award-winning ideas for brands large and small. Inspiring teams, selling ideas and delivering results that include: raising BGE HOME's brand recognition by over 20%, creating a campaign that delivered a ROI of \$20 for every \$1 spent for Maryland Division of Tourism and boosting Marriott Senior Living site traffic by 216%.

MANAGEMENT:

Extensive experience managing teams of diverse personalities in deadline driven environments, leading cross-functional team collaboration. Developed mentoring and learning programs.

SOFTWARE:

Adobe Creative Suite, Microsoft Office, iWorks and others

EXPERIENCE:

2009 – present: Creative Director/ Designer / Principal, fossilfish – Hunt Valley, MD

An interactive and marketing communications design group

Founded interactive and marketing communications design group providing creative direction and interactive services to clients worldwide. Developed agency branding, built internal processes and directed overall strategic vision. As creative director, ran day-to-day creative process on multiple accounts and new business pitches. Successfully launched advertising initiatives for brands.

CLIENTS:

Atlantic Basin Refining, Meals on Wheels of Central Maryland, Johns Hopkins University, Remedi RX, Aspida 360, Portal CFO Consulting, Jenson Fire Prevention, Urban Igloo, North Bethesda Market, Business Software Alliance of China, J. Benton Construction LLC, Laureate International Universities, American Chemical Society, Ferro-Kings Liquid Pickups, Maryland Homebrew Club Guild, Juicy Juice, Pharo Antenna, Corradetti Glassblowing Studio & Gallery, SouthSide Diner, B Sweet Cake Shoppe

2003 – 2009: Senior Art Director, GKV Communications – Baltimore, MD

One of Baltimore's largest integrated marketing firms

Lead creative on direct response and general advertising campaigns, spearheaded interactive capabilities within agency. Key creative on client accounts managing design, broadcast and advertising projects, including new business pitches.

RESULTS:

Maryland Division of Tourism, Film and the Arts campaign resulted in an ROI of \$20 for every \$1 spent
Raised recognition of the BGE HOME brand by over 20% in three years

CLIENTS:

Independence Air, BGE HOME, Auntie Anne's, Ciena Corporation, Maryland Division of Tourism, MedStar Health, Maryland Senior Drug Assistance Program, National Penn Bank, Maryland Health Insurance Plan, Staybridge Hotels, Crowne Plaza Hotels and Resorts, Centers for Medicare and Medicaid Services, Puerto Rico Convention Bureau, QI Project, Loyola College, Coventry Health Care, InterContinental Hotels and Resorts, Maryland Transit Authority, L-3 Communications, Maryland Lottery

2002 – 2003: Senior Art Director, Diliberto Creative. – Baltimore, MD

A boutique-advertising agency

Lead creative on branding and identity design, interactive and UI design, digital illustration, broadcast, print and direct marketing campaigns, and pitch concepts for brands nationwide.

CLIENTS:

Best Western International, MBNA America Bank, Travel Industry Association of America, Harvard Medical School, Kraft Foods, The Baltimore Sun, Unilever, Planters Peanuts

1997 – 2002: Senior Art Director, Brann Worldwide/Havas Worldwide – Baltimore, MD

A global advertising agency

Key creative for Bermuda Tourism – instrumental in building the interactive department and developing a strategic interactive print on demand campaign for Bermuda’s department of tourism. Led team of designers and developers in the early adaption of CMS, UI, UX and print on demand. Designed and oversaw flash animation, digital illustration, direct response and print design for brands nationwide.

RESULTS:

Boosted online traffic by 216% for Marriott Senior Living
Designed four control-beating direct mail packages for Bank One
Designed award winning Bermuda Tourism website and print on demand direct mail campaigns

CLIENTS:

Bermuda Department of Tourism, Bell Atlantic, Iridium, Marriott Senior Living, Bank One, First USA, B-Digital, Saab USA

AWARDS:

Gold and Silver Addy Award Winner
Graphic Design USA Silver Award Winner
Webby Award Winner
International Web Award Winner
Best of Baltimore Ad Campaign
MAE Awards First Place Winner
AAB “TRASHY” Award Winner

CATEGORY EXPERIENCE:

- Automotive
- Banking + Financial
- Builders + Developers
- Casinos + Gaming
- Communications
- Contractors + Utilities
- Defense
- Education
- Food + Beverage
- Government + Politics
- Healthcare
- Miscellaneous
- Non-Profits + Charities
- Performing Arts
- Publishing
- Retail + E-commerce
- Sports + Sporting Goods
- Technology
- Transportation
- Travel + Tourism
- Toys

EDUCATION:

Art Institute of Philadelphia - Bachelor’s Degree
Philadelphia College of Art - Continuing Studies

REFERENCES:

Available upon request or go to: <https://www.linkedin.com/in/egalm - recommendations>

INTERESTS:

Collecting Concert Posters, Cooking, Music, Playing Bass and Slide Guitar, Fishing, Hiking with Mojo my Australian Shepherd.

CONTACT INFO:

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