

TOM BERGERON

CREATIVE / DESIGN / MARKETING

SKILLS

Creative + Art Direction

Branding

Packaging

Print Design

Marketing Strategy

Brand Awareness

Web + HTML + CSS

Branded Apparel

UX / UI

Video Editing

Photography + Editing

Publication Layout

Vendor Management

Paid Advertising

Email Marketing

SOFTWARE & TECH

Adobe Creative Cloud

Microsoft Office

Figma

Canva

Mailchimp

Sharepoint

Shopify

Squarespace

EXPERIENCE

DESIGN COMMUNICATIONS LTD

2015 - PRESENT

MARKETING DIRECTOR < ART DIRECTOR

I joined the DCL team to bring creative and marketing services in-house that were previously outsourced. Under an ambiguous environment, I continue to drive impact and improvement across a wide array of offline and digital channels. Being fully integrated into the company infrastructure, I am the brand steward and hands-on creative production for all in-house initiatives.

- + Strategized, designed, coded, and managed a responsive website with data analytics and lead generation, resulting in 26,000 visits per year and generating six-figure leads weekly
- + Grown LinkedIn company followers by 20x+
- + Collaborated with videographers, photographers and external vendors
- + Launched, manage and evolve social media channels
- + Lead creative and copy development for award submissions, RFPs, sales materials, paid advertising, client presentations, tradeshow and project bid documents
- + Implemented broad and targeted email marketing awareness campaigns

BBK WORLDWIDE

2011 - 2015

ART DIRECTOR

Championed design solutions for the branding and advertising of clinical trial recruitment campaigns. Collaborated with a team of creatives and copywriters to position impactful brand identities, print advertising, campaign strategy and actionable website experiences. Key contributor to industry-shaking products in the app and ecommerce spaces focusing on patient recruitment.

- + Notable Clients: Pfizer, Johnson & Johnson, Biogen, Merck, Takeda, Eli Lilly
- + Collaborated with and mentored two junior designers
- + Lead design pitches, client presentations and creative critiques

SIGNALTREE MARKETING

2008 - 2011

ART DIRECTOR < GRAPHIC DESIGNER

Collaborated within a small team to develop design solutions for a wide array of clients and projects spanning branding, print, digital, web, studio photography and packaging.

- + Notable Clients: Monadnock Paper Mills, Kurn Hattin Homes for Children, L.A. Burdick Chocolates, Len-Tex Wallcoverings

FREELANCE

2007 - PRESENT

DESIGNER + CONSULTANT

In addition to in-house and agency roles, I've built and maintained a successful freelance business for continuous skills development - working across industries to deliver impactful design solutions for notable brands nationwide including nonprofits and major players in the entertainment and seafood industries.

EDUCATION

CAL POLY, SAN LUIS OBISPO, CA
BFA GRAPHIC DESIGN

2007

AMERICAN GRAPHICS INSTITUTE
ADVANCED PREMIERE PRO CERTIFICATE

2016

GOOGLE PRO CERTIFICATE
UX DESIGN

2023

GOOGLE PRO CERTIFICATE
DIGITAL MARKETING & ECOMMERCE

2023

HONORS

PUBLISHED ARTICLE

2019

SIGNS OF THE TIMES MAGAZINE | REEBOK

Authored a case study article featuring Reebok HQ's new tech-integrated office

INTERACTIVE AWARD OF EXCELLENCE

2013

THE RX CLUB | MOBILE APP

I contributed to the team effort as art director and designer

INTERACTIVE AWARD OF EXCELLENCE

2013

THE RX CLUB | ECOMMERCE WEBSITE

I contributed to the team effort as art director, designer and web developer