



**Alan Babb** | Creative Director

**alanbabb.com**

alanbabb@sbcglobal.net

713.293.2311

## SKILLS

Award-winning Creative Director with agency experience in brand development, positioning, strategies, and brand standards. Proven experience in driving brand engagement through print, broadcast, digital, direct mail, outdoor, direct response, and promotions. Proficient in Adobe and Microsoft software. Extensive background in managing, inspiring and communicating with creative teams in concepting, and executing campaigns that exceed client expectations and produce results.

## EXECUTIVE VICE PRESIDENT / CREATIVE DIRECTOR | The Lee Group | 2012 – Present

Leading the charge, inspiring the team, developing the positioning, presenting the strategies, solving the challenges, directing the brands, promoting the vision, maintaining the budgets, managing the projects, building the relationships, meeting the deadlines and winning awards.

**CHI St. Luke's Health - Texas Division, Kelsey-Seybold Clinic, KelseyCare, Covia Health, Laredo ER, Sienna Plantation, The 100 Club, Broadway Bank, Community Bank of Texas, Menninger, Brazos Towers and The Association of Former Students - Texas A&M**

## ASSOCIATE CREATIVE DIRECTOR | Freed Advertising | 2010 – 2012

Inspired collaboration, led accounts, earned clients trust, managed the budgets, developed strategies, created successful campaigns, produced broadcast and won awards.

**Encore Health Resources, Transformation Enzymes, Aliana Development Company, Mercedes-Benz Of Sugar Land, ARS Rescue Rooter, Baker-Nissan, San Antonio Credit Union, True Temper Golf Clubs and Jeff Haas Mazda**

## VICE PRESIDENT / SENIOR ART DIRECTOR | FKM | 1997 – 2010

Demonstrated leadership, promoted to Vice President, developed brands, led creative teams, assisted in creating highly targeted, strategically driven campaigns, managed production, met the deadlines, traveled the country, pitched accounts and won awards.

**HCA Gulf Coast Division, Woman's Hospital of Texas, Hunt's Tomatoes, Popeyes, Duncan Hines, Bertolli & Carapelli Olive Oil, Advance Auto Parts, Brunswick, Captain D's Seafood, Waste Management, Subway Restaurants, Dell Computers, Saltgrass Steak House, America's Service Station and Deck The Walls**

## SENIOR ART DIRECTOR | Rives Carlberg | 1989 – 1997

Led the design team, computerized the creative department, managed the capital budget, developed strategies, directed creative, demonstrated leadership and won awards.

**Compaq Computers, Igloo Coolers, Uncle Ben's Rice, Junior Achievement, The Houston Chronicle, Houston Chronicle Interactive, Aim Investments, Talent Tree Staffing Services, Exxon Chemicals, Carlisle Engineered Metals and Village Builders**

## ART DIRECTOR | Wright Marketing Communications | 1988 – 1989

Concept, design and art direction of print and collateral for B2B clients.

## DESIGN/PRODUCTION | Adplex | 1987 – 1988

Design and production of print and direct mail for retail-based clients.

## ART DIRECTOR | Corporate Creative | 1984 – 1987

Concept, design and production of print, direct mail and outdoor for healthcare, financial and home building clients.



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## AWARDS, LEADERSHIP AND EDUCATION

### **The Lee Group Healthcare Advertising Awards**

5 Gold, 5 Silver, 2 Bronze, 14 Merits

### **American Advertising Federation**

1 District 10 - Silver Addy

### **Houston Advertising Federation**

1 HAF Addy Awards - Best of Show

13 Gold Addys, 8 Silver Addys, 22 Certificates

### **AMA Crystal Awards**

1 Judges Favorite, 20 Crystal Awards

### **Telly Awards**

2 Silver, 1 Bronze

### **Freed Advertising Houston Advertising Federation**

1 Silver Addy, 2 Certificates

### **AMA Crystal Awards**

1 AMA Crystal Award

### **Telly Awards**

1 Bronze

### **Greater Houston Builders Association**

Marketing Campaign of the Year

Print Ad of the Year

Website of the Year

Email Campaign of the Year

### **FKM Houston Advertising Federation**

5 Gold Addys, 4 Silver Addys, Numerous Certificates

### **Rives Carlberg American Advertising Federation**

1 National Certificate, 2 District 10 - Gold Addys

### **Houston Advertising Federation**

7 Gold Addys, 6 Silver Addys, 4 Bronze Addys, Numerous Certificates

### **HPMA Lantern Awards**

1 Best of Show, 3 Lantern Awards

### **Art Directors Club of Houston**

2 Bronze Medals

### **Creativity Annual**

2 pieces accepted into national Creativity Annual

### **Leadership** 2011 | Houston Community College - Student Show Judge

2007 - 2010 | Texas State Technical Institute - Graphics Advisory Board

2005 - 2012 | Assistant Scout Master - Troop 202 (Son is an Eagle Scout)

2002 - 2010 | Cy-Fair Roller Hockey - Board Member & Coach

1997 - 1999 | ADCH Board of Directors - Student Show Chair

1995 - 1997 | Houston Community College - Graphics Advisory Board

### **Education Texas State Technical College | Associate Degree in Advertising**

Won various student design competitions

Work accepted into the Art Director's Club of Houston Student Show

Employed by TSTC's Advertising Department while a student