



Bryce King  
303.931.5450  
bk@BryceKingArt.com

## DECLARATION:

I turn creativity into value.  
I make art - clients make money.

New ideas inspire me and I have  
the follow-through to bring those  
ideas to life.

As a leader in the collaborative  
process between clients and  
colleagues, I've gained a  
well-rounded perspective.

I'm versatile enough to switch  
from account executive to  
graphic designer (and most  
things in between) to exceed  
client expectations.

My passion for digital marketing  
makes hard work feel easy, and  
it makes supporting my young  
family both fun and rewarding.

I take pride in my work and  
actively pursue opportunities  
to join forces with other  
business people who see  
the value in creativity.

## EDUCATION:

Bachelor of Arts | Art Institute  
of Colorado | Denver, CO

- Dean's List for Academic Excellence
- Merit Scholarship Recipient

## EXPERIENCE:

### CREATIVE & DIGITAL DIRECTOR | 2013-PRESENT

Medina Communications | Golden, CO

- Expanded digital offerings of successful advertising agency which now account for over 30% of total annual profit.
- Pitched, planned and delivered comprehensive marketing strategies as the leader of the creative services department.
- Developed new business opportunities in multiple verticals and nurtured client relationships as the account executive.
- Utilized Google AdWords and Analytics to drive 250,000+ web visits and increase user conversion rates.
- Launched a national social media program for a chain of nightclubs that gained over 85,000 organic followers.

### ART DIRECTOR | 2008-2013

Medina Communications | Golden, CO

- Generated dynamic marketing materials for major accounts including Dish Network, Comfort Dental and Bandimere Speedway.
- Produced and distributed engaging content, using an extensive background in UX, social media, copywriting, photography and video.
- Managed a team of graphic designers and website developers with artistic vision and defined goal setting.
- Reorganized the art department with big-picture thinking to accommodate growth and increase productivity.

### FREELANCE GRAPHIC DESIGNER | 2011-2013

Adidas/Reebok | Indianapolis, IN

- Provided the in-house NBA design team with a fresh perspective to shape the direction of apparel lines.
- Collaborated on the officially released LeBron James 2012 NBA MVP T-shirt design.
- Expanded on art direction with original compositions while maintaining brand consistency.

### GRAPHIC DESIGNER | 2005-2008

Medina Communications | Golden, CO

- Produced effective web, print and outdoor ad campaigns with a variety of digital art techniques.
- Developed razor-sharp attention to detail for accurate editing and high quality production.

### GRAPHIC DESIGNER | 2004-2005

Visual Image Solutions | Denver, CO

- Refined layout, photo manipulation and pre-press skills for successful print implementation.
- Built a marketing foundation on effective communication of ideas with text and imagery.

## AWARDS:

The 10 best Denver album covers  
of 2013 | Westword Newspaper

"This cover is both haunting and retro-futurist  
in a way we haven't often seen." - Backbeat