

PETER DORFMAN

CONTACT

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PROFILE

Creative services professional with global agency and large brand experience. Senior level creative that manages teams, clients, budgets and design files with expert level care. Proven history with the successful management and execution of complex, high-volume, high profile creative assets. Design, illustration and production background.

EDUCATION

School Of Visual Arts

New York, NY

B.F.A. in Illustration

May 2000.

County College Of Morris

Randolph, NJ

A.A.S. in Graphic Design

May 1996

SKILLS

Adobe Creative Cloud

Brand Activation

Vendor Management

Brand Implementation

Experiential Marketing

Out of Home Marketing

Creative Process and Workflow

Large Format Graphics

Copywriting and Editing

Photo Retouching

Font Licensing

Creative Operations

EXPERIENCE

The National Football League

New York, NY | January 2012 - Present

Production Director

- Oversee the production of all creative assets produced by the League's 30+ person in-house creative team
- Manage a team of production artists in producing over 1500 jobs per year
- On-site graphics management for high profile events like Super Bowl, NFL Draft, Pro Bowl
- Client lead for #NFLCREATIVESUMMIT
- Manage redesign and daily operations of League's creative asset management site

Interbrand

New York, NY | October 2011 - January 2012

Freelance Implementation Specialist

- Brand guideline production
- Logo implementation
- Clients: AT&T, Humana

MKTG

New York, NY | May 2011 - October 2011

Freelance Designer

- Produced retail campaign for Nike College Football
- Designed print and web campaigns and marketing collateral
- Clients: NIKE, Diageo

DIGITAS

Stamford, CT | April 2007 - March 2011

Studio Manager

- Print studio lead at a global agency
- Designed and produced direct mail and out-of-home campaigns for Fortune 500 clients
- Managed a team of production artists and retouchers
- Represented the studio capability in new business pitches
- Clients: Delta Air Lines

Modem Media - A DIGITAS Company

Norwalk, CT | June 2005-April 2007

Studio Manager

- Print capability lead at a digital agency
- Designed and produced direct mail and marketing communications for various clients
- Clients: Delta Air Lines, Heineken, SiriusXM, Kraft