

DAVID LA CAVA

14400 Dickens Street #205 • Sherman Oaks, CA, 91423
818-427-1009 • dave@davidlacava.com

Dear Sir or Madam,

Escalating retail product rankings, cultivating new business alliances, and broadening visibility for clients and products through a skillful mix of brand management, comprehensive marketing, and public relations skills are all examples of my contributions to the growth of previous employers. As a highly analytical executive leader excelling in creative and administrative functions encompassing project management, interactive website design, product development/placement, budgeting, and personnel management, I am confident that I can generate superior results for your company.

My previous roles also include Director of Marketing & Creative Services and Senior Design Director. A sample of my highlights while serving in the above and additional positions includes:

- Spearheading the design and positioning of the Edmunds.com corporate identity and website launch, driving widespread brand recognition within one year of launch. Strategies still currently in use.
- Fuelling a 40% jump in retail product placement and rental, including a 50%-60% rise in Blockbuster and Wal-Mart.
- Creating single product lines catering to TV or Sports/Fitness outlets such as *Hip Hop Harry*, *Judge Judy* or *Rocki's Prenatal Yoga*.
- Outpacing competitor's campaigns for theatrical, home entertainment, and international releases from initial ideas to marketplace implementation. Managed product positioning, packaging development, marketing collateral and trade show materials creation, global sales information, key art, posters, and one-sheets.

Beginning in March 2009, I became a creative consultant for Gaiam, Inc., a large independent healthy lifestyle company and green advocate with a booming home entertainment division. My creative role covers the product launch, marketing, advertising, POP and packaging of Discovery Communications entire line of broadcast television content. This includes the rental, retail and VOD release of all programming from their six networks — Discovery, TLC, Animal Planet, Science Channel, Planet Green and Military Channel. I am currently the lead creative for what has been a very successful product launch to date.

For a more detailed presentation of my skills and background, please review the enclosed resume and feel free to contact me at your earliest convenience. You can also view samples of my work and download PDFs of my resume and portfolio at my website: <http://www.davidlacava.com>

Thank you for your consideration.

Sincerely,

David La Cava

DAVID LA CAVA

14400 Dickens Street #205 • Sherman Oaks, California 91423
818-427-1009 • dave@davidlacava.com

CREATIVE & MARKETING DIRECTOR

- Inventive creative strategist versed in originating and executing profitable corporate and product branding, entertainment marketing designs, and comprehensive marketing campaigns across multiple industries.
- Exceptional public relations and marketing skills used to capture national exposure through traditional and non-traditional venues like Public Radio, Cable and Web 2.0.
- Published writer experienced in interactive media, website design, public speaking, media appearances, and environmental collateral (signage and wayfinding).
- Mentor thriving on maximizing the talents of personnel to yield high-caliber results competitive with larger, more well-financed rivals.
- Skilled project manager excelling in estimating, and budget, client relations, and vendor management.

Branding • Creative Services • Public Relations • Marketing • Strategic Planning • Product Development
Market Research • Competitive Analysis, Market Intelligence • Campaign Management
Project Management • Revenue Growth • Staff Management, Motivation • Client Relations • Vendor Management

PROFESSIONAL EXPERIENCE

ALLUMINATION FILMWORKS LLC, Woodland Hills, California • 2004-2008

Independent Home Entertainment DVD distributor to broadcast, satellite, CATV, and theatrical markets.

Director of Marketing & Creative Services

Revitalized DVD sales by steadfastly championing the use of such marketing strategies as the use of online sales, focusing on profitable target markets, and cost-effective product repackaging to senior leaders and staff. Motivated and led a 5-person team comprised of a highly skilled Creative Manager, Marketing Manager and 3 Graphic Designers (2 worked remotely in South Carolina). Mapped and advanced the creative process from initial conceptualizations to final execution for key art, trailer production, DVD packaging, screener artwork, copywriting, sales promotions, point of purchase displays, and consumer/retail advertising. Crafted individual project budgets and schedules for each DVD title, skillfully collaborating with all internal departments to drive accurate, efficient project completion. Performed hands-on design work. Infused market briefs with market research, competitive analysis, competitive market intelligence to facilitate product positioning and revive marketplace offerings. Handled department staff recruitment, termination, promotions, reviews, and salary adjustments as a direct report to the company CEO and Chairman. Assigned and managed work to contractors, including design studios, freelance artists, copywriters, and printers.

Branding/Marketing Achievements:

- Originated numerous home entertainment brand lines successfully from product development to marketing and manufacturing for such film production companies as Slamdance and Moonstone Entertainment.
- Created single product lines for Sports/Fitness or TV outlets such as "*Hip Hop Harry*" and "*Judge Judy*."
- Outpaced competitor's campaigns for theatrical, home entertainment, and global releases from initial ideas to marketplace implementation.
- Directed product positioning, packaging development, marketing collateral creation, global sales information, key art, posters, and one-sheets.
- Cemented recognition of the company's new name industry-wide after sparking the positioning, launch, and execution of a new corporate identity.
- Produced ad campaigns, direct mail, and movie trailers. Designed POP displays for use at Target, Wal-Mart and other major retailers.

Product Development/Launch:

- Spurred the launch of over 100 new products, ultimately hiking rankings with Wal-Mart to the highest ever for 2008 fourth quarter sales. Placed products in companies like Best Buy, Netflix, Blockbuster, and Redbox.

Product Development/Launch Cont.

- Revamped website to include an online store for direct customer sales. Promoted products, including the horror and art house genres, through well-crafted online ad campaigns.
- Secured new sales price points by generating various catalogs and slates to extend lifecycles through all windows of release.
- Capitalized on unique opportunities by repackaging and marketing catalog titles and older releases.
- Attracted numerous new third-party licensees after redesigning and placing new and existing DVD products at Wal-Mart.

Operational/Financial Achievements:

- Introduced a new archiving and asset management system for a relatively small investment.
- Escalated productivity two-fold within the Creative Services Department while slashing expenditures in half through reorganization and small but powerful computer upgrades.
- Refined product package using inexpensive, simple solutions such as using O-rings to wrap boxes, attaching stickers, foil printing, or holographic papers, and redoing key art.

GREGORY THOMAS ASSOCIATES (GTA), Santa Monica, California • 1997-2004

A boutique design firm specializing in branding, marketing and advertising design.

Senior Design Director

Transformed the company from a small family-owned operation into a highly professional entity recognized as a key industry player. Innovated identity designs, graphics guidelines, style guides, user interface designs, packaging designs, copywriting, brand positioning, renaming, and product launches for major clients in the food and beverage, travel, education, healthcare, and Internet industries. Extensive client base included companies such as Kahlúa, Baskin-Robbins, Tia Maria, Qantas Vacations, Austrian National Tourist Office, UCLA, USC, Cal Arts, Accent Care and Edmunds.com. Heightened company's overall professionalism by securing viable, attorney-approved client contracts. Orchestrated art direction, presentations, public relations, traffic management, new business development, and client and vendor relations. Performed budgeting, estimating, scheduling, billing, and purchase order functions using the Clients & Profits systems. Supervised 2 full-time staff and 1-3 freelance designers as dictated by business needs.

Accomplishments:

- Showcased the company's 15-year history by designing and managing its website, expanding its presence industry-wide and drawing more affluent clients.
- Salvaged a key client relationship despite uncovering unpaid bills for projects done within the previous 2 years to refute the customer's claim that GTA owed it money.
- Decreased outstanding account payables by charging an upfront 10%-20% agency fee on print jobs.
- Publicized company services and sparked PR buzz by booking the company's principal on National Public Radio as a branding and marketing design expert. Other appearances included *The Larry Mantle Show* and the Food Network's *Memorabilia Unwrapped*.
- Created style guides for Kahlua and Baskin-Robbins products, both of which won Summit International Awards. Gained subsequent media exposure in *Step-By-Step* & *MicroPublishing News*.
- Drew talented graduates from top universities, yielding high-caliber work for a fraction of the rates demanded by more experienced designers.

Note: Additional and current work history includes work as a **Freelance Consultant** performing such tasks as Art Direction/Design from concept to completion, product launch, client/vendor relations, budgeting, and AR/AP for clients encompassing **Gaiam, Inc., Ardustry Home Entertainment, MDA, Peripheral Resources, Inc., Mustang Marketing, Fledgling Productions, The Lillian Theatres, Wayne Enterprises and Perception DVD**. Full details upon request.

EDUCATION

Bachelor of Fine Arts in Graphic Design
California State University, Northridge, California

PROFESSIONAL DEVELOPMENT

Web Design, Otis College Of Art And Design, Los Angeles, California

ONLINE PORTFOLIO

<http://www.davidlacava.com>

USER INTERFACE/WEBSITE DESIGNS

<http://www.johnwayne.com>

<http://www.teamduke.org>

<http://www.laep.org>

<http://www.wkconline.org>

<http://www.sequoiafinancial.com>

PUBLICATIONS

How to Design Logos, Symbols and Icons (1st, 2nd & 3rd Editions) by Gregory Thomas (Cover & Book Design)

Best of Brochure Design 6, by Cheryl Cullen (Work Featured)

Color Graphics: The Power of Color in Graphic Design, by Karen Triedman and Cheryl Cullen (Work Featured)

Information Graphics & Visual Clues, by Ronnie Lipton (Work Featured)

MEDIA APPEARANCES/PUBLIC SPEAKING

The Food Network's "Unwrapped" (2003 & 2004)

Guest Lecturer, USC School of Fine Arts and the Annenberg School For Communication

AFFILIATIONS

American Institute of Graphic Arts (AIGA) • Design Management Institute (DMI)

John Wayne Cancer Foundation • Leukemia & Lymphoma Society • Graphic Arts Guild

AWARDS

Silver Golden Bell Public Relations, Queensland Tourism Direct Mail

Bronze Summit Awards, Kahlua Style Guide

Bronze Summit Awards, Baskin-Robbins Voice Book

Bronze New York Festivals, Baskin-Robbins Voice Book

Sappi Ideas That Matter Grant Recipient for Creatives Against Cancer

TECHNICAL SKILLS

MAC OS • Adobe Creative Suite (Photoshop, Illustrator, InDesign) • QuarkXpress • Microsoft Office Suite
(PowerPoint, Excel, Word, Entourage) • Clients & Profits • Intermediate Dreamweaver • Flash (limited)

Basic HTML • Java/Action Scripting (limited)