

EXPERTISE:



See website history...
www.Woodland-Creative.com

- Strategic Plans / Branding
- Business Presentations
- Marketing Concepts
- Tech Solutions Consultant
- Creative Director
- Writer / Designer
- Multimedia Producer
- Project Manager

BACKGROUND:



BizDat, Inc. (Madison, WI)
1998 - President / Co-founder

BizDat is a private equity company that provides services and solutions to help organizations collaborate in private networks.

Portfolio: Kraft Foods, UW Hospital, Springs Industries, United Way, WAPC & Wisconsin Perinatal Foundation

Responsibilities: Business plans, investor presentations, marketing plans, product vision and account manager.

Achievements:

- Co-founded the company / secured investors / partners
- Co-designed software for workgroup / intranet products
- Lead account manager on Kraft Foods intranet projects



Woodland Communications, Inc. (Madison, WI)
1982 - Vice President / Owner

Woodland is a sales and marketing communications company providing print materials, promotion campaigns, multimedia presentations, workgroup database, and web development solutions.

Portfolio: Oscar Mayer Foods, Kraft Foods, Philip Morris, Louis Rich, Claussen, Louis Kemp, Campbell Soup, Demco, Miami Herald, Starnine Communications plus tie-in promos with NFL, NBA, SEGA, Nickelodeon, Olympics.

Responsibilities: Business Development, Creative Direction, Copywriting, Design, Sales Presentations, Database, Web / Intranet / Multimedia Producer

Achievements:

- Served as a Consumer Promotion Agency for Oscar Mayer.
- First agency to take any Kraft brand to the internet.
- Produced first-ever SuperBowl Half Time Show on the web.
- Produced first computer generated National Sales & Marketing Conferences for Oscar Mayer and Kraft Foods.
- Produced first ASP driven intranet site for Kraft Foods.
- Produced custom workgroup database solutions for Kraft Foods and managed updates from 21 regional offices.



Motorcraft

Triad Studios | AMS | GM Photographic (Detroit, MI)

1970 - 1982 - Producer, Director, Writer, Designer

During this period, Gary served in a variety of roles ranging from designer at Triad Studios, to agency art director at Automated Marketing Systems, to contract Art Director for GM Photographic, and independent broker.

Portfolio: GM, Chevrolet, Buick, Pontiac, Ford, Motorcraft, Lincoln-Mercury

Responsibilities: Art Director, Designer, Writer

Achievements:

- Represented Detroit's top artists, writers & photographers
- Art Director for Buick, Chevrolet, and Pontiac Dealer Programs
- Art Direction for direct mail and incentive programs for GM and Ford dealers