



# Lazarus Chernik

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## Objective

- "To succeed where others fail and drive forward when others falter. To educate those around me so we can move forward together. To develop the highest caliber brands, campaigns, and projects, for the greatest success."

## Employment History

- **2009-2015 Owner/Creative Director of Brand Development Studio** **Echo-X Studios**  
*Issaquah, WA* - Developed Brands for Clients in a format to be handed-off to marketing teams. Consulted on marketing and advertising strategies, bringing top-level insight and execution to all levels of clients. Clients include Yarn Zombies, a fledgling toy brand that introduced itself at New York Comic Con and has deals with Hot Topic and other choice retailers. Others include Miller, Coors, Heineken, Celestial Seasonings, Catalyst Game Labs, Calliope Games, Harebrained Schemes, and many more.
- **2007-09 Senior Internet Advertising Creative Director** **Zimmerman & Partners Advertising**  
*Ft. Lauderdale, FL* - Built the Internet Advertising department from scratch for top 15 ranked Ad Agency (\$2 Billion+ in annual billings). Developed marketing and advertising strategies for Fortune 500 clients with \$100+ million marketing budgets. Staffed, equipped, developed all new processes and documentation, and trained 100+ account services professionals and administrative staff in Internet Advertising, Marketing and Web site design and development. Developed and managed over 100 websites, design and delivery of multiple campaigns weekly, all social media strategy and implementation.
- **2005 Chief Creative Officer** **MedSpa Technologies/Sleek MedSpa**  
*Boca Raton, FL* - Developed and managed six brands, including all marketing and advertising initiatives in the MedSpa Industry including mall positioned medical spas. One brand was a developer of custom CRMs for the MedSpa Industry. Designed modular CRM tool and development into a boxed product.
- **2003 Owner/Creative Director** **Valkyrie Design Group**  
*Boca Raton, FL* - Launched new full-service Advertising Agency (TV, Radio, Print, and Web) focused on delivering highest-caliber Return-On-Investment driven campaigns. Was the driving and creative force behind successful new brands and the powerful reformulation of existing brands. Clients included Consumer Reports and Boston Scientific and ranged across beauty/fashion, technology, real estate, retail and business services.
- **2002 Creative Director** **USTender, LLC**  
*New Jersey* - Developed and managed brand of a unique catalog company from scratch. Managed, staffed, trained, purchased art studio for unique (patented) global market research firm. Successfully led studio to coordinate and produce over one million catalogs per month with supporting "retail-emulating" web-site and advertising. Developed all creative to implement creative brief provided by Marketing Director.
- **2002 Substitute Instructor - Digital Illustration** **Pratt Institute of Art & Design**
- **1999 Creative Director** **ASC Technologies, Inc.**  
*New York, NY and Stamford, CT* - Managed, Staffed, trained Internet advertising & development division for national web development firm. Developed and managed Internet brand strategies and product design/development for Fortune 500 clients including GE Capital and vSimplify. Pioneered international implementation of the web design and development process including time-lines, communication procedures and Return-On-Investment accountability procedures. Numerous dramatic successes including a \$3 Million start-up that successfully lobbied for changes in Federal Legislation and a \$150,000 web-site sold for \$110 Million.
- **1998 Adjunct Instructor - Computer Graphics** **Skidmore College CCI**
- **1997 Creative Director** **Dura-Ware Co. of America, Inc.**  
Shared credit with Marketing Director for increasing company gross revenue by 27% in a 14-month period. Purchased and managed award-winning Art Studio for internal Marketing Department. Produced all advertising, collateral, product designs, label designs, catalogs, sale sheets and more.
- **1994 Freelance** **Various Agencies & Clients**  
Highly sought-after and highly paid consultant for choice advertising campaigns. Worked with the best, for the best. Fortune 500 clients. (Agencies include: Deutsch, Grey, RSCG-Euro, MJB Marketing, etc.)

## Education

- **1994 Pratt Institute of Art & Design - B.F.A. Advertising Art Direction/Computer Graphics**



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## Management Skills

- Client Satisfaction
- Internal Communication
- Organizational Maps
- Hiring
- Team Direction
- Team Motivation
- Creative Direction
- Art Direction
- Documentation

## Project Management Skills

- Winning Creative Presentations
- Creative Briefs
- Sitemaps
- Wireframes
- Information Architecture
- Application Design
- Widget/Gadget Design

## Creative Skills

- Advertising
- Creative Direction
- Art Direction
- Brand Identity Design
- Web Design/Development
- Application Design/Development
- Interactive Design
- Typography
- Photography & Direction
- Product/Package Design
- Catalog (Monthly) Management
- Illustration & Direction
- Copywriting
- Script Writing
- Storyboards
- 3d Modeling/Texturing
- Animation & Direction
- Video/film & Direction
- and much more...

## Computer Skills

- Adobe Creative Suite 6
- Photoshop
- Illustrator\*
- InDesign
- Flash\*
- Dreamweaver\*
- Visual Studio
- Fireworks\*
- Acrobat
- ImageReady\*
- 3d Studio Max, et. al.
- SQL Server 2000-8
- Microsoft PowerPoint\*
- Microsoft Word
- Microsoft Access
- Microsoft Excel
- Microsoft Project
- Microsoft Visio

## Languages

- ASP.NET VB and C#
- PHP
- ASP, JSP and Cold Fusion
- SQL and MySql
- HTML, JavaScript, AJAX
- ActionScript 2 & 3
- A little Spanish and Icelandic