# DALLAS, TX 214.763.3462 larry@thatdesignerguy.com

# EDUCATION

**Oklahoma State University** Graduated in 1996 Visual Communications Technologies

# **INDUSTRIES SERVED**

Employee Benefits Communications, Senior Living, Specialty Retail, Healthcare Services, Military Services, Nonprofit, Consumer Finance, Financial Services, Specialized Investment & Asset Management, Commercial Real Estate, Property Management

## SOFTWARE

### Adobe Creative Cloud:

InDesign, InCopy, Illustrator, Photoshop, Acrobat, Muse, Premier, Dreamweaver, and Muse. **Other**: AdVantage, ProofHQ/Workfront, Wrike, Filefly, PageProof, In5, MS Office Suite, Keynote, Final Cut, HitMovies Express, Recosoft, Suitcase, and Skyfonts.

# **PROFESSIONAL RECOGNITION**

2015, Outstanding Achievement in Web Development: Investment Standard of Excellence, Web Marketing Association

2014 Outstanding Achievement in Web Development: Best Investment Website, Web Marketing Association

2013 Outstanding Achievement in Web Development: Best Investment Website, Web Marketing Association

# LARRY WILKERSON

# **PROFESSIONAL SUMMARY:**

A seasoned, art director with 25 years experience. Skilled in producing creative solutions with visual substance for performance-measured, content-rich marketing tactics that are strategically designed to increase brand value, elevate customer experience, and deliver results.

# **CAREER EXPERIENCE:**

### Art Director | Implico Communications | Dallas, TX | FEB 2020 > MAY 20, 2022

Lead in-house designer in the creation of customized employee benefits communications programs for a variety of corporate industries and cultures.

- Participated in the design and production of more than 800 unique deliverables for employee communications programs across the client roster, including: long-form publication, digital assets for microsites and landing pages, PowerPoint, and direct mail.
- Coordinated between in-house and contract resources to ensure accuracy and timely delivery.
- Specialized in the brand creation and development of distinctive wellness programs.

# Art Director | GlynnDevins/Attane | Kansas City, MO | SEP 2019 > JAN 2020 Art Director | Murdock Strategies | Oklahoma City, OK | NOV 2017 > SEP 2019

(GlynnDevins acquired Murdock Strategies in September of 2019.)

Design lead on all advertising and marketing projects for highly strategic, multi-channel campaign initiatives across a client portfolio of 250 for-and not-for-profit senior living communities spanning 35 states, including Hawaii.

- Skillfully directed the production of a diverse range of marketing materials, including print and digital deliverables. Produced captivating brochures, and engaging direct mail campaigns while coordinating photo shoots, attending press checks and client management meetings.
- Managed contract design and production vendors to ensure that creative was aligned with the client's strategic and tactical plan, presented timely, on budget and in brand.
- Designed brand architecture for a diverse range of senior living communities, each with their own unique personalities and levels of care, then directed the holistic implementation of the brand across multiple touch points including: print, web, email, social, wayfinding and events.
- Collaborated with executive-level sales and marketing teams to identify and establish a creative and deployment strategy ensuring that client needs were addressed and measurable.

### Art Director & Production Specialist | Dallas, TX | JUN 2016 > NOV 2017

Provided branding, graphic design and production services for clients in retail, specialty investment sectors, senior living, financial services, and the Department of Defense.

- Created a complete branding platform within an eight weeks for Oakline Advisors, an SEC-registered investment adviser with a specialization in residential whole mortgage loans.
- Partnered with the U.S. Department of Defense, in a brand refresh for the MilitaryStar<sub>®</sub> Card – a proprietary consumer credit services vehicle for The Exchange.
- Provided art direction, graphic design and production support for Murdock Strategies a sales and marketing consultancy – focusing on the sales, marketing, and operational needs for senior living communities across the United States.

### Associate Creative Director | Provasi Capital Partners | Dallas, TX | AUG 2009 > JUN 2016

Brand architect and design director of all marketing and corporate communications, supporting a national sales team, for a firm managing over \$11B in portfolio assets, across 11 investment products. Negotiated priorities of over 60 concurrent projects weekly: print, web, email, social, and video.

- Directed the concept and design of the Provasi brand, successfully launching all digital and print components ahead of a sixteen week deadline.
- Conceptualized and art directed the re-brand of Behringer Harvard to Behringer to align with newly developed corporate mission, vision and values.
- Collaborated with executive team and fulfillment director to create a print-on-demand collateral fulfillment program resulting in a 47.2% reduction in annual fulfillment expenses.
- Directed the creation and implementation for multiple brands on the distribution platform.

# LARRY WILKERSON

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matt@arrowsenioradvisors.com

# REFERENCES

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## MATT WILSON

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Principal

Partner **Brazos Captive Advisors** 

Arrow Senior Advisors

405.388.2343



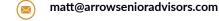
### **GLYNNDEVINS/ATTANE**

8880 Ward Parkway, Suite 400 Kansas City, MO 64114

- dgeivett@attaneresults.com  $\bowtie$
- 913.754.2373 DIRECT
- 913.491.0600 MAIN LINE

### MURDOCK STRATEGIES

7100 North Classen Boulevard, Suite 106 Oklahoma City, OK 73116 (Murdock Strategies was acquired by GlynnDevins/Attane in September 2019)



405.388.2343

#### **PROVASI CAPITAL PARTNERS**

14675 Dallas Parkway, Suite 600 Dallas, TX 75254 (Provasi Capital Partners and Behringer are wholly-owned subsidiaries of Stratera Holdings, LLC)

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**ANNE MOSES** 

LVista Consulting

Principal



### JEREMY JOHNSON

**Creative Director** LevLane Agency



913.638.8014

# TOM VENNER

**Creative Director GK3** Capital





### **KELLIE RICHTER**

Chief Marketing Officer **First Command Financial** 



817.569.2263

### JOHNATHAN BALL

**Outbound Content Manager Princeton Mortgage** 

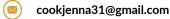
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### JENNA SANBORN

Apollo



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