

# Randall Allison

## CREATIVE DIRECTOR

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## EDUCATION

Georgia State University – Atlanta, GA  
BFA in Graphic Design – Cum Laude

University of Georgia – Athens, GA  
BA in Education

## EXPERIENCE

June 2017 – Present  
Arcus Hunting – Covington, GA

### Creative Director

- Provide design leadership and brand keeping across five Arcus Hunting brand channels. In-house brand list includes Tink's, Dead Down Wind, Ramcat, Trophy Taker, and RackOne.
- Redefine, develop and champion brand guidelines for two industry leading brands and three supporting brands.
- Manage day-to-day creative development and delivery of asset production for brand assets including digital marketing, social media, brand and retailer POP's and print materials.
- Collaborate with partner teams and leadership in the ideation, development and launch of new products.
- Partner with Marketing to define message strategy, creative and design, and development of the marketing campaigns.
- Ensure artwork, photography and graphics developed by design and creative team members align and work cohesively across all consumer touchpoints.

August 2010 – June 2017  
KIK Corporation/BioLab – Lawrenceville, GA

### Art Director

- Provide design leadership and brand keeping across six brand channels. In-house brand list includes Greased Lightning, The Works, BioGuard, AquaChem, PoolTime, and Clorox Pool & Spa.
- Effectively managed projects from concept to completion, meeting demanding deadlines and maintaining high-quality standards and budget requirements.
- Directed product photo and video shoots for four leading pool chemical brands.
- Designed and produced themed events. Deliverables included logos, invitations, reminders, location branding, swag, videos.
- Collaborate with partner teams and leadership in the ideation, development and launch of new products.

July 2007 – August 2010  
Sixtyfour – Lawrenceville, GA

### Principal

- Led creative development, design, and production of annual reports, corporate branding programs, interactive media, advertising, political campaign tools and investor relations materials
- Scheduled and art directed photo shoots nationwide
- Effectively managed projects from concept to completion, always meeting demanding deadlines and maintaining high-quality standards within budget requirements
- Contributed high-level conceptual writing, spot-on headlines and supporting body copy
- Managed and mentored a diverse group of copywriters, proofreaders, interactive artists and flash-developers
- Responsible for presentation of strategy and creative concepts to clients
- Led creative concept and strategy on agency pitch efforts

Client list includes Atlanta Girls' School, Credo Branding, Hebron Church, Jim Martin Campaign, Puget Sound Energy, and Safeco Insurance.

## RECOGNITION

Black Book AR100  
Communication Arts  
How Design Annual  
IABC  
International ARC Awards  
Print Magazine  
Show South