



## PROFILE

I am an Art Director who is passionate about creating ideas that help clients separate themselves from their competition. Not only am I skilled at bringing those ideas to life, but my experience spans every channel, including digital, print and television advertising, collateral, direct mail and corporate identity. Most important, my work has been recognized for delivering outstanding results for a wide variety of clients, ranging in size from start-ups to global Fortune 500 corporations. I am proud to note that I have won numerous regional and national trade awards, and several of my projects have been featured in Workbook and the Clio Shortlist.

## PROFESSIONAL EXPERIENCE

June 2009 -  
Present

### **Brad Hensley Creative** Principal/Freelance Art Director

Create and develop communications materials including advertising, brand identity, collateral, direct mail, trade shows and web for ad agencies, design firms and small businesses.

*Creative development of ELGI air compressors campaign that included print ads, collateral, brand style guide, business papers and posters*

*Led development of comprehensive brand style guide for Chamberlain College of Nursing*

*Creative development of Buyer's Guide and Annual Report for Cotton Council International*

**Clients:** Bayer CropScience, Cotton Council International, Chamberlain College of Nursing, Demi-Cooper Advertising, ELGI, inc., 5M Publishing, Good African Coffee, Growmark, Inc., HHWR, Northwestern Medicine, Point B Communications, Reedy Industries, Rhea + Kaiser, UGM

April 1992 -  
June 2009

### **Rhea + Kaiser Marketing Communications** Senior Art Director

Created brand materials including advertising, collateral, brand identity, direct mail, trade shows, TV, publications and web for numerous B2B and B2C clients. Worked with agency teams and clients to craft and prioritize creative objectives, brand direction and execution of marketing materials.

Supervised and mentored agency design studio staff, managed creative resources, which included photographers, illustrators and designers.

*Led agency creative effort to win Sandvik Mining and Construction account*

*Draxxin product launch materials helped Pfizer achieve 160% of first-year sales target in 6 months*

*Dectomax direct mail campaign received 25% response*

*Coordinated and directed comprehensive stock photo library for Pfizer*

*Created award-winning testimonial campaign that successfully repositioned Growmark's FS brand*

*Part of agency team that received the highest ratings on client surveys from Growmark and Pfizer three years in a row*

*Numerous National Agri-Marketing Association awards at both national and regional levels*

*Clio Shortlist nomination for Temik citrus direct mail*

*Work featured in both Workbook and Illustration Showcase*

**Clients:** AGCO, Aventis, Archer Daniels Midland, Babson Bros., Bayer CropScience, Case Corporation, Caterpillar, CAT Rental Stores, Dekalb Swine Breeders, ENH, FFA, Growmark, Inc., Merial, NanoGuardian, Pfizer, Sandvik, Wiseman-Hughes, Van den Bergh Foods



## PROFESSIONAL EXPERIENCE

*Feb. 1992 -  
April 1992*

**Fletcher, Hunt, Wirth Associates, Inc.**  
**Art Director**

Created and developed print ads, direct mail and collateral materials for agency clients Learjet and Worldspan.

**Clients:** Worldspan, Learjet

*Sept. 1991 -  
June 2009*

**Bradley Designs**  
**Freelance Art Director**

Created and developed print ads, collateral, direct mail and brand identity materials for local agencies and businesses.

**Clients:** Andrews McMeel, Brainchild Design Team, Cowles & Company, K-Line, M-Pride Seed, Marketing Resources Inc., Nelson-Atkins Museum of Art, T-Square Construction

*March 1990 -  
Sept. 1991*

**Pinnacle Creative Company**  
**Art Director**

Created and developed print ads, collateral, direct mail, packaging and brand identity materials for commercial and retail clients.

**Clients:** Ellerbe Beckett Architects, Faultless Bon Ami, Hallmark, Hermes Landscaping, Kansas City Art Directors Club, Pizza Hut

*Feb. 1989 -  
March 1990*

**The Henning Studio**  
**Art Director**

Created and developed print ads, collateral, direct mail and brand identity materials for a variety of clients.

**Clients:** Hallmark, Shawnee Mission Medical Center, St. Luke's Hospital, Bell Knott Architects

## EDUCATION

B.F.A., Visual Communications - University of Kansas

## SOFTWARE SKILLS

Adobe CS6 (InDesign, Photoshop, Illustrator)  
Microsoft Office  
Quark Xpress  
HTML  
CSS

## AWARDS

Clio Shortlist, KC Ad Club, NAMA, Workbook, Illustration Showcase

References available upon request