

# Stephen Macklin

resume & portfolio

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[www.onedesigner.new.mu.nu](http://www.onedesigner.new.mu.nu)

# Stephen R. Macklin

BIC USA INC, Milford, CT

February 1999 - June 2009

**Brand Graphics Leader, Promotions**

In a department full of packaging designers, I was a one-man promotion agency. I was tasked with developing and maintaining the creative essence of the BIC Brand over all product categories: BIC Writing Instruments, Wite•Out Brand Correction Products, BIC Lighters, BIC Shavers, Sheaffer Fine Writing Instruments. To do this successfully, I had to interact with local brand managers and the BIC global management team to develop global creative strategies and to ensure BIC USA creative strategies were aligned with global objectives.

On a typical project I developed concepts, wrote copy, oversaw photography and produced final print-ready files. I also worked with internal design and digital image production staff as well as multiple outside agencies.

I have recently expanded my responsibilities and technical abilities to include Flash based web advertising and video production for BIC Sales presentations.

I have created national consumer and trade print advertising campaigns for BIC writing instrument, lighter and shaver brands; designed the interface for BIC Corner, an online database of product images and selling material; designed and oversaw set-up of booth materials for major product trade shows; designed and oversaw production of product catalogs for BIC stationery, lighter and shaver business units as well as Sheaffer writing instruments.

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In 2009 BIC introduced the Triumph Roller as a new entry in the premium roller category. This video was created for sales presentations. I wrote, produced and edited this video using Final Cut Express.



"Instant Messaging" was targeted at a teen girl audience to increase awareness for BIC Velocity ball pens and mechanical pencils. I created the concept for the ad, as well as copy-writing, model selection, directing photography, retouching and mechanical production. The ad appeared in Cosmo Girl, Teen People, Elle Girl, 17, J14 and Twist.

Instant Messaging

www.itsyourbic.com

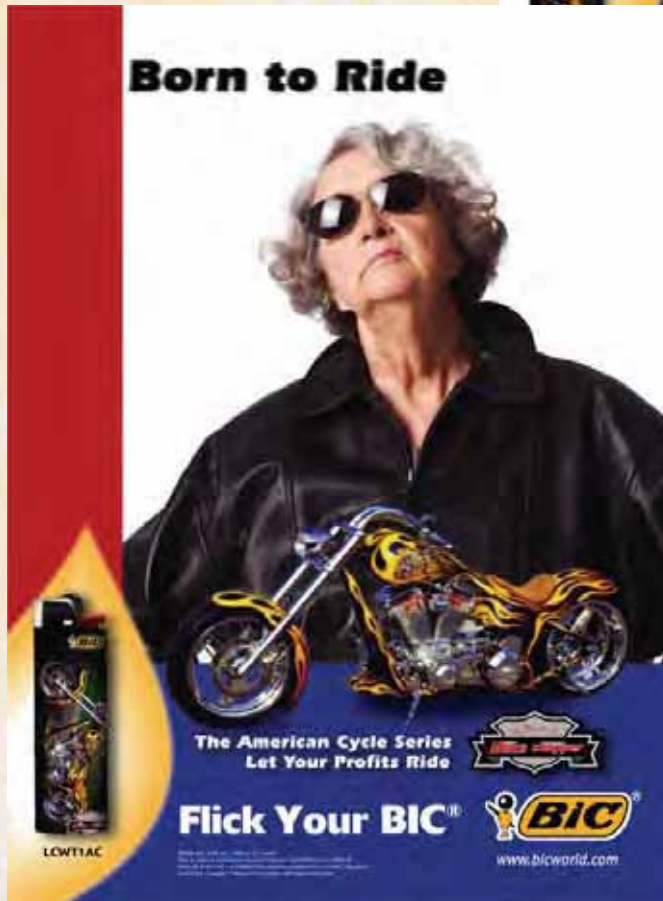
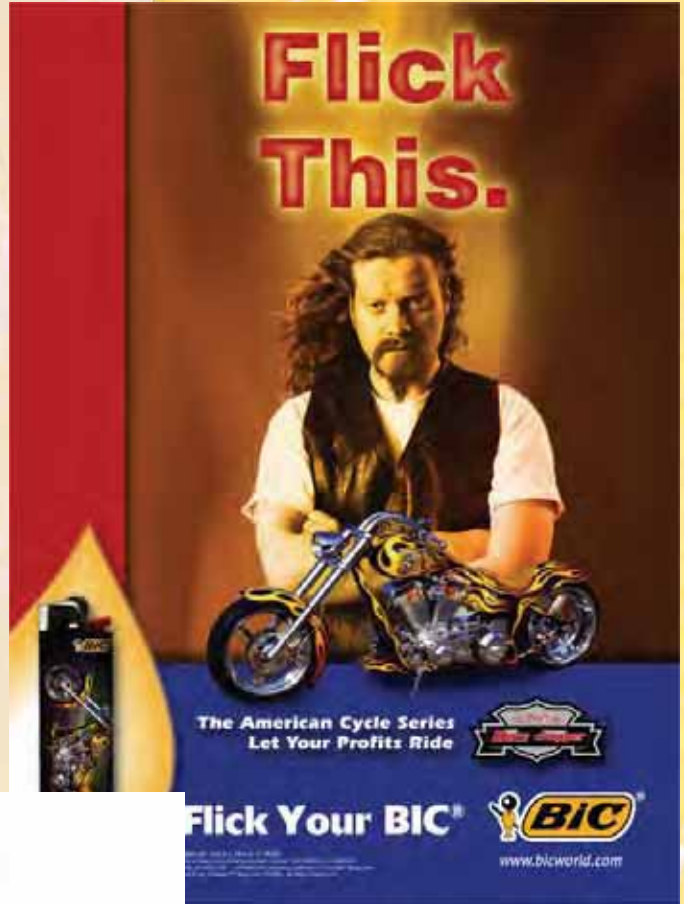
**BIC**  
WRITE FOR EACH OTHER

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are available online at  
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"Flick This" and "Born to Ride" presented the new American Cycles lighter series to the trade through publications such as Convenience Store News and Tobacco Outlet Retailer. In addition to concept development and copy I chose stock images that conveyed both a strong attitude and a bit of fun.



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Market Growth Resources, Wilton, CT

1998 April - November

## **Senior Art Director**

Creative and design management of four person staff assigned to Tropicana Juices, First Brands and Bass Ale. With the sale of Tropicana to PepsiCo and First Brands to Clorox resulting in the loss of these accounts, my position with the agency was eliminated.

Ryan Partnership, Westport, CT

1995 – 1998

## **Art Director**

Responsibilities included: Working with creative director to design and produce marketing and promotion materials for numerous clients:

PepsiCo: Presentation, promotional and packaging concept design for the Star Wars Trilogy re-release.

Heineken USA: Designed promotional point-of-sale materials and premium items for St. Patrick's Day, Black History Month, and the James Bond Movie Tomorrow Never Dies.

Timberland Shoes: Designed point of sale materials for travel adventure programs, Jurassic Park, The Lost World tie-in, and the Timberland Gorge Games.

Other clients included BF Goodrich Tires, Mr & Mrs T Drink Mix, Norelco, and Payless ShoeSource.

1994 – 1995

## **Production Art Director**

Worked with senior art directors to produce marketing and promotional materials from tissue layout through completion as a digital mechanical. Responsible for the design and production of concept and new business presentation materials.

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For Bass Ale I designed a series of free on-premise post cards focusing on true anecdotes from the brand's long and storied history.

Created for Pepsico's initial presentation to Lucas Film for the re-release of the original Star Wars movies, two end-aisle stacks of Star Wars themed packaging and an aisle spanner display were assembled in the conference room at Skywalker Ranch.



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CDS Ink, Corp., Stamford, CT  
1993-1994

## **Manager, Electronic Graphics**

Produced camera-ready art and mechanicals, slides and transparencies on Macintosh and IBM PC. Maintained Macintosh and IBM PC computers, including installation of software and hardware upgrades.

1992-1993

## **Assistant Production Manager**

Negotiated vendor pricing and prepared project proposals for submission to clients. Coordinated production and delivery schedules with multiple vendors and oversaw press run production at vendor sites.

Yarmouth Printing & Graphics, Yarmouth, ME  
1989 – 1992

## **Manager, Printing & Graphics**

Directed all computer activities: researching, purchasing, installing software and hardware, and staff training.

Managed pricing and scheduling, production of pre-press, press operations, and bindery. Supervised customer service and design staff and produced camera-ready art.

1988 – 1989 Headed the bindery department. Was responsible for all bindery operations.

University of Maine, Orono, ME  
1985

**Bachelor of Arts – Journalism** Minor concentrations –  
Philosophy and International Relations.

Editorial Page Editor (1984) and Managing Editor (1985)  
of The Daily Maine Campus.

Weekly column Hold the Mayo (1984 & 1985).

Wrote, designed and edited special section on university  
budget crisis (1983).

Won first place Maine Press Association, Maine College  
Newspaper Competition for best editorial page, second  
place best editorial column (1984).

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