

RONEKA PATTERSON

RONEKAPATTERSON.COM

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EXPERIENCE

ASSOCIATE CREATIVE DIRECTOR January 2020 // Present

HAWKEYE

Creative team leadership and strategic thinking for new business acquisitions, product launches, branding campaigns, and benchmark-setting print and digital CRM executions for Capital One, Discover and PenFed

SR. ART DIRECTOR March 2017 // January 2020

PUBLICIS HAWKEYE

Creative thinking and benchmark-setting DM and email CRM executions for Capital One

SR. ART DIRECTOR May 2013 // March 2017

CARDSDIRECT

Marketing strategy, creative direction, print, email, social design, and product photography for a retail greeting card company

FREELANCE PHOTOGRAPHER July 2006 // Present

Editorial and commercial photography

ART DIRECTOR January 2006 // May 2013

MOROCH

Concept, design and execution of branding, print, digital, experiential, photo and broadcast for McDonald's, First Choice Power, Pure Fishing, Fiora and DFW International Airport

DESIGNER September 2003 // January 2006

SONUS

Branding, print, digital, promotional, video and POP design and art direction for a boutique marketing agency

DESIGNER February 2002 // August 2003

SODEXHO DINING SERVICES

Advertising and promotional material design for marketing department

SERVICE & MENTORSHIP

AIGA Mentor Matchmaking
Intersection Dallas ISD Mentorship Program
Marcus Graham Project Mentor
Dallas Society of Visual Communications
Delta Sigma Theta Sorority Inc.

SKILLS

Creative Management
Campaign Concepting
Interactive Design
Typography
Branding & Identity
Packaging Design
Photography
Digital Retouching
Adobe Creative Suite
Office 365
Lightroom
Sketch
WordPress
Squarespace

RECOGNITION

Campaign US February 2021
Marcom Weekly February 2021
Dallas Observer February 2021
Adweek January 2021
2020 Dallas ADDY's Bronze
2019 Hawkeye Employee of the Year
2012 DSVC Awards Show
2012 Dallas ADDY's Bronze
2011 At-Edge Campaign Spotlight
2010 Dallas ADDY's Bronze
2009 Dallas ADDY's Bronze
Ad Club of Fort Worth Student Competition - Award of Excellence
17th Annual Creative Summit - 2 Awards of Excellence
TCU Honor Society of Artists & Designers - Inducted 2001
2001 Crosstalk TCU All-Student Graphic Design Competition - 1st Place
2001-2003 TCU Competitive Art Scholarship
TCU Academic Scholarship & Dean's Honors List

EDUCATION

Texas Christian University
BFA Graphic Design
Cum Laude Honors