

Charles (Chuck) A. Jones
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Creative Direction • Graphic Design • Digital Marketing • Branding • Advertising • Video Production • Campaigns
• SEO/PPC • Event/Display Marketing • Promotions • Product Development • Photography Direction

PROFILE

An award-winning Creative/Art and Marketing Director with numerous accomplishments, possessing a proven record of achievement with a direct positive influence on revenues and profits. A results-driven professional with the ability to understand end-consumers to capitalize on targeted opportunities. A brand developer that has promoted and produced many recognizable products in the retail marketplace. A marketing leader and team-builder that inspires co-workers to perform at their very best. A retail brick and mortar visual expert that capitalized on specific sales environments.

TECHNICAL/SOFTWARE CAPABILITIES & EXPERIENCE

• Creative/Art/Marketing Direction • Adobe Creative Cloud - Ps, Ai, Id, Lr, Ae, Pf, Br and Acrobat • Microsoft Office
• Brand & Identity Development • International Advertising & Internal Agency • Copywriting • Web Authoring Software
• DAM Implementation & Asset Management • CMS - Content Management • Packaging Design • New Product Design
• CMS - International Color Management • Pre-Press • Freehand & Digital Illustration • Promotions/Trade Show & Sales Support
• HTML/CSS • Corel Draw • 3D Software (various programs) • Studio and On-Location Photography - Including Photography
Department Setup & Implementation • Video editing and digital content creation in addition to video on-location and
studio production • Creating or editing digital content for multi-platform and social media.

PROFESSIONAL SUMMARY

Continually transforms concepts to reality, below budget and above expectations. Relentless at client satisfaction, continuously building and maintaining relationships. Utilize leading social media outlets in promoting clients advantages and improving product awareness. Competent and thorough utilization of the newest digital technologies with AI, including 3D animation and customer real time interaction. Have worked directly with top agencies such as Devito/Verdi, Mullen, McCann Erickson, INDG Amsterdam and others in solidifying brand development through various multimedia campaigns. Manager of brand standards implementation and adherence. Highly creative in design, implementation, and the marketing of new products for various retail, wholesale and non-profit industries.

EXPERIENCE

Manager of Marketing Services

Gildan - Charleston, SC 2010- 2023

Gildan is one of the world's largest producers of activewear, socks and underwear, selling over 1.5 billion garments per year. The largest producer of socks and fleece in North America with over 50,000 employees world wide and market cap of \$5.94 billion. Brands include: American Apparel, Goldtoe, PowerSox, Danskin, All Pro, Anvil, Secret Silky and many others with direct partnerships with Under Armour, Mossy Oak, Nike and New Balance.

- Produced winning retail programs for Wal-Mart and other retailers that have contributed substantially toward sales growth from 2010 to present. Company's sales numbers have tripled (3x) by 2013.
- Created nationally-recognized multiple product line branding.
- Designed and produced new packaging and merchandising options on a regular basis for top retailers.
- Key player in growing Gildan retail apparel sales from \$0 to \$1 billion in just six years.
- Continually-developing the Gildan, Goldtoe brands as the recognized world leader of quality and value in socks, underwear fleece, ladies' intimates, and activewear.
- In charge of all private label brands for packaging and marketing/sales support, brand guidance and adherence.
- Responsible for all visual merchandising and storytelling at multiple retail stores with several departments.
- Instrumental in selecting and establishing The DAM (Digital Image management) platform for Gildan Wholesale and retail divisions.

Owner & Principal

CJ Designs - Bowling Green, KY July 2009- May 2010

Owned and operated a graphic design agency with clients in Winston-Salem, New Jersey, Chicago, Dallas and New York. Designed and developed entire product lines from concept to shelf with overseas vendors, and developed associated marketing promotional programs, P.O.P. displays, packaging, and catalogs. Developed company logos and identities (Branding), and produced direct-mail and collateral advertising.

Designed new web sites and improved existing web site interface design, video production editing and art direction. Clients included: NCAA, PGA, Toys for Tots, Reebok, Champion, Gamewear and Gildan Activewear.

- New Product was developed for a client in April of 2009, which accounted for over \$2 million in client's retail sales within six months.
- National First Place Award "Top Dog" Impressions Magazine award for Graphic Design.
- Helped establish Gildan retail sales in Charleston SC, from the ground up, with Gildan's new national sales manager. Support involved - Packaging design, PPT sales presentations, POS design and advertising.
- Worked directly with Bikes for the World, USMC Toys for Tots, the Salvation Army and several non-profit agencies by volunteering my design work and other marketing services.

Creative Design Manager

The Ducchossois Group/HeathCo LLC - Bowling Green, KY June 2001 - July 2009

For an internationally marketed manufacturer of home improvement products with over \$250 million in annual sales, oversaw and managed the design direction for the company through creative P.O.P. and packaging designs, catalogs production, plan-o-grams, web and print advertising. Managed company web site and provided customer web site support, PowerPoint sales presentations, new product development and styling, and various collateral sales and support materials, including video production direction and editing to direct mail. Managed branding and marketing entire product lines to big-box companies including The Home Depot, Lowe's, Wal-Mart and many other retail chains. Corporate Standards Manager for many national brands including Lowe's Portfolio Lighting brands.

- Produced a completely new product program for The Home Depot in 48 hours, resulting in over \$3.5 million in sales for HeathCo.
- This effort included P.O.P., packaging, PowerPoint presentations and various collateral sales promotions including web and print advertising.
- Developed multiple product branding for divisions of the company that are nationally recognized.
- Received awards for P.O.P and packaging designs (POP Show - New York, 2006-2008).

Creative Director

Encore Group - Xpres/Russ Berrie - Winston-Salem, NC 1995 -2001

For one of the largest licensed gift and sports product manufacturers in the United States, responsible for the development of new products and designs for the licensed gift and sports industry to developed new products with manufacturers in Thailand and mainland China. Licensed product and sales-support produced for Warner Brothers, Viacom, Universal, Disney, Turner Entertainment, NFL, NBA, MLB, NASCAR, ESPN/ABC, NCAA and other entities. Responsible for all sales support materials including catalogs, packaging and promotional P.O.P./POS and merchandising. License management included adherence to multiple brand guidelines and requirements.

- Directly responsible for increasing company sales by developing new product lines for the licensed and gift retail markets, capturing over 80 percent of competitors retail sales.
- Developed products and campaigns that produced over \$25 million in retail sales within 3 years.

KEY ACCOMPLISHMENTS & CONTRIBUTIONS

- Established a new digital pre-press department in Ratchathewi, Thailand for the Chengteh Group.
- Created a new single-cell mold manufacturing process that cut production costs by half, delivering many products not previously available to the retail marketplace at a substantial profit margin.
- Developed new sublimation printing procedures and processes that saved 38% off total print production costs.
- Own international and US patents for reverse printing on clear substrate materials.
- Developed several products that have produced millions of dollars in retail sales with, or on behalf of, various US companies. As an example, one line of NFL product sold over \$10 million in retail sales.
- Helped establish the Bikes for Honduras campaign to provide transportation to the self-sufficient, impoverished people of Central America. Bikes for the World, an organization that has delivered over 85,000 bicycles to third world countries. <https://bikesftworld.blogspot.com/2014/08/featured-volunteer-keith-whitaker.html>
- Volunteered design work for various events and churches that provide donations to support local and national charities.
- Developed New Innovations end cap at Lowe's for gas cans which accounted for 3.5 million in sales last year.

EDUCATION

University of Kentucky; Lexington, Kentucky

B.A. Fine Arts- Graphic Design - Attended on full Athletic Scholarship

PORTFOLIO

Please see my website <https://www.cjgraphicdesigns.com/>