

DABNEY ELLIOT ESTILE

Senior Art Director / Designer | dabney@dabneydesigns.com | www.dabneydesigns.com | 704-763-1969

Dabney Elliot Estile an award-winning designer representing dynamic communications in action, with deep roots in design and interactive marketing. Having earned a degree in Journalism and Mass Communications from UNC-Chapel Hill, and building two decades of success in the Charlotte media market as a designer, Dabney brings a multi-faceted range of services including logos, copywriting, print, website design, visual design and branding to her clients.

SOFTWARE

Adobe Creative Suite 5.5
Adobe Illustrator /Photoshop/ InDesign
Dreamweaver / HTML
Wordpress / Squarespace
Flash
MS Office

SKILLS

UI Design
Art Director
Graphic Design
Video Production / Design
Photoshoot Art Direction / Photography
Social Marketing

Dabney Designs – Charlotte, NC
2001-present

Principal / Graphic and Web Designer, Copywriter, Visual Designer

Responsible for all concept, design and production of logos, print and marketing materials, branding campaigns, web visual interfaces, web banners and websites. Responsible for all client interactions, estimating and budgeting for projects.

Jewell Agency – Art Director 2016-present

Responsible for all aspects of marketing for primary client Mac's Speed Shop restaurant which includes seven locations plus Red Star Catering. Maintain brand standards across all stores, responsible for communication with eight GMs about storewide promotions and individual needs. Coordinate, create, produce and deliver all menus, labels, promotions, Eblasts, flyers for specials, monthly events, in-store signage, catering promo materials, office materials such as business cards, store opening promotions, ad creation for various media, photography, copywriting, Beer Club membership maintenance and promotion, and special event promotion as needed. Maintain website updates including monthly calendar for events and specials for all seven restaurants, maintenance of social media for Facebook, Instagram and Twitter, general manager on-boarding and training in marketing and social media best practices and E-marketing contact list maintenance and delivery.

Raggs Kids Club (Blue Socks Media) - Creative Director 1999-present

Manage extensive graphics library and projects from concept to design to production. Create and produce all materials from packaging, website, social media, activity books, toy concept and design, event and show materials and large-scale format materials, plus art direction of video and photography shoots. Managed membership collateral from concept to design to production and syndication for 50+ national Raggs Kids Clubs. Produced and maintain a 100+ page style guide. Oversee branding standards on nationally and internationally syndicated projects. Design and produce all signage, point-of-purchase advertisements and show collateral for national and international Raggs concert shows. Work with international design teams, studio production teams, and toy production factories to implement Raggs designs. Designed and maintained interactive website, created and implemented on-line games for kids. Created user interface for new website. Worked with IT department to implement Raggs designs and branding standards on website. Produce and maintain all business related materials including trade show materials, business collateral, quarterly investor updates, potential investor information folders, Power Point presentations and advertisements.

Stoneacre Inc - Creative Director 2009-2014

Manage all projects from concept to design to production. Primary and template account is Official NASCAR Members Club. Helped Stoneacre use template account to acquire new membership clubs and recreate variations of the package based on client's interests and needs. Create logos, style guides, print materials, email campaigns, member kits, member cards, event materials, social media materials, web banners and more for multiple clients. Design UI website interfaces for 200+ page websites for each client. Work with IT team to develop websites and maintain branding standards for individual clients. Design through production of a 32-page Official NASCAR Members Club quarterly magazine for 20+ issues. Managed several junior designers to complete work on time and accurately.

Stoneacre clients include:

- Official NASCAR Members Club (primary account)
- NFL Alumni Club
- Amerigo RV Club
- American Outdoorsman Adventure Club
- Tennis Channel Club
- University of Cincinnati Bearcats Club
- USA Hockey Advantage Club
- Tailgater Club

Apparo IT - Creative Director 2013-present

Manage all projects from concept to design to production. Created new corporate identity, brochures and event materials.

Kelly McArdle Construction - Creative Director 1997-present

Manage all projects from concept to design to production including website, collateral, folders, logo and site-signs.

Cann + Jones - Graphic Designer 2014-2016

Manage large scale production projects, 100+ page books from layout to production.

Birdseye Energy - Graphic Designer 2000-present

Designed logo, website, press materials and manage creative projects as needed.

Latitude 35 – Charlotte, NC

Partner / Graphic and Web Designer, Copywriter 2005-2011

Responsible for all concept, design and production of all logos, print and marketing materials, branding campaigns, web banners and websites for a variety of clients in all mediums. Responsible for all client interactions, estimating and budget.

Meeting Street Development - Developed brochures, site-signs and collateral for clients multiple real estate projects. Concept and direction of photo shoots.

Pinnacle Properties Development - Developed brochures, site-signs and collateral for clients multiple real estate projects. Created websites and email updates for projects for site owners and potential owners.

FunTees Inc - Created new corporate identity brochure.

ARN Sports and Entertainment - Designed and produced corporate identity brochure and collateral plus additional brochures for each represented sport. Visual designer for website and worked with web developer to maintain ARN branding standards.

Faison Inc - Created new corporate identity brochure and folder.

CG Incorporated - Concept, design and production of numerous materials in various mediums for name change and new identity roll-out for internal and external campaigns.

Steedman Wilson Advertising Agency

Graphic Designer 1998-1999

Concept through production of advertising and branding materials in multiple mediums with clients in various industries. Concept and direction of photoshoots.

- First Charter Bank
- Northeast Medical Center
- University Volvo

- Gardenscape
- Lending Tree
- Raggs Kids Club

Giordano Advertising Agency

Graphic Designer 1997-1998

Concept through production of advertising and branding materials in multiple mediums with clients in various industries including food displays, end caps, point-of-purchase, packaging and in-store signage for food distributors. Concept and direction of photoshoots.

Adams Outdoor Advertising

Graphic Designer 1996-1997

Concept, writing and design of billboards for clients in various industries.

EDUCATION

- UNIVERSITY OF NORTH CAROLINA - BA in Journalism & Mass Communications for branding development and copywriting.
- Over 20 years experience with Adobe Creative Suite, Illustrator, Photoshop, Dreamweaver, InDesign and HTML

NOTABLES

- Profiled in Creative Loafing's "Charlotte's Finest Businesses - 2015"
- Nonprofit clients: St. Martin's Church, Selwyn School, JM Belk Foundation, Paschal Productions, Hope Haven
- Industries: real estate development, healthcare, kids clubs, dealerships, construction, finance, food distribution, restaurants, membership clubs, NASCAR and sports, IT, non-profit, B2B, B2C, education, religion and beauty services.