

# michaelmickley

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## Experience

Hitchcock, Fleming & Associates: 17 years  
*art director, junior art director, graphics specialist*

Goodyear, Dunlop, Kelly, KraftMaid, Glidden, Telxon,  
Rentway, Sikkens, JRayl, Archerfish, Icyene,  
Lubrizol, Akron Civic Theatre

Innis Maggiore Group: 3 years  
*graphic designer*

Aultman Hospital, Deckare, Canton Civic Center,  
Canton Players Guild, Northern Can Systems

## Recent Awards



2015 Telly Awards  
The Goodyear Tire & Rubber Company -  
Assurance All-Season, training video  
- *silver*



2014 Davey Awards  
The Goodyear Tire & Rubber Company -  
Assurance All-Season, sales video  
- *silver*



2014 Telly Awards  
Akron Marathon  
"Sweat", finish line animation  
- *bronze*



2013 Davey awards  
The Goodyear Tire & Rubber Company -  
Eagle Sport All-Season, sales video  
- *silver*

## Software



## Education

University of Akron

*Bachelor of Fine Arts in Graphic Design*



Everybody claims to push the creative envelope so I won't say that I push the creative envelope. What I will say is that I am seeking new challenges and an innovative creative team where I can feed my passions for problem solving and story telling. An advocate of the team concept, I applaud collaboration and positive substantial criticism that drives unique and on-point ideas. A firm believer that a great idea can come from anywhere at anytime from anyone. But, it never hurts to grind out the long hours, obsess and bang your head on the desk in search of a gem. Considered a "Jack of many hats" I bring a little bit of everything to the table and can roll up my sleeves and jump in anywhere I'm needed.

## Hitchcock, Fleming & Associates (hfa):

Responsible for the concept and creative development for the agency's leading account, The Goodyear Tire & Rubber Company and its sister companies, Dunlop Tire and Kelly Tire.

### Automotive:

Creative Shepard on all branding efforts for Dunlop Tire, one of the worlds foremost manufacturers of high-end performance tires. For nearly 10 years all things Dunlop North America ran through me. It was exciting to take something with so much heritage and help shape it into Goodyear's edgy little brother.

- Directed new brand campaign concept and layout design development for Dunlop's "D" campaign and "Style" campaign – their most memorable brand campaigns to date
- Created new brand standards that encompassed color, logo usage, attitude
- Designed all of Dunlop's B2B collateral as well as consumer facing in store material
- Instituted detailed video storyboards showing sequence and timing of story development
- Invented all in-store POS and B2B collateral for Dunlop's 6,000+ dealer channel network
- Cultivated cutting edge interactive activities at the annual SEMA trade show. Some of which included RC racing, tread designs shaved into peoples heads, race simulators, 10' sand sculptures and tattooing

#### Dunlop Case Study

##### Challenge –

With a very limited budget, Dunlop needed to stand out to media outlets, tire dealers and consumers alike at the Specialty Equipment Market Association (SEMA) trade show, the largest automotive after-market trade show in the country.

##### Insight –

Research showed that the enthusiast drivers who purchase high-performance Dunlop tires are significantly influenced by other enthusiasts as well as third-party endorser.

##### Solution –

hfa coordinated an at-show PR event, media kit and website to help broaden awareness and influence key audiences. The initiative featured celebrity tattoo artist and star of "L.A. Ink," Kat Von D, who signed autographs in the Dunlop booth and announced the winners of the annual Dunlop Maxxed Out Award for tricked-out cars.

SEMA show attendees were tattooed with the Dunlop logo – the ultimate display of brand advocacy – in exchange for a set of Dunlop tires, and one lucky winner received a Dunlop-inspired tattoo from Kat Von D herself.



**30 million** impressions in  
**46 different** trade and consumer publications



**fifteen million** impressions through blogs and website



**850k+** impressions through broadcast media coverage



**20+** one-on-one editor meetings at the event

#### • Integral part of the creative strategy and concept development for Goodyear's annual Dealer Conference:

- Developed and integrated new floor plan, booth structures, signage and all materials associated with the Goodyear and Dunlop portions of the booth
- Created custom tire POS and trade show pieces that include interactive tire tread samples to demonstrate stopping performance and distance
- Formulated custom demonstration pieces that illustrate ice stopping

- Lead art director on over ten of Goodyear's tire launches in its passenger, performance, off-road, winter and commercial truck tire segments:
  - Fashioned print shot lists, video storyboards, POS, B2B collateral and all consumer facing materials. As well as concepting how the products will stand out at the Goodyear annual dealer conference
  - Introduced unique to the industry, interactive tread sample for Assurance TripleTred All-Season
  - Established distinctive and unique tire centers for Goodyear Icon products
  - Developed customized tire displays for Wrangler SilentArmor, Assurance TripleTred & ComforTred and UltraGrip Ice *WRT*

## Home Improvement/Diversified:

My main responsibility was Dunlop and Goodyear but I was always looking for my next challenge. So, I was able to gain some additional experience with some of our "diversified" clients.

When another lead Art Director needed a hand I was typically the guy they requested for some fresh ideas and perspective. Some of that pushing led to more permanent or steady rolls in some of the key home improvement clients like Glidden, Kraftmaid and Lubrizol. As well as extensive work with Telxon and Rentway.

- Key contributor on KraftMaid:
  - Concept support on many projects including print ads, social media, line reviews for Home Depot and consumer catalogs
  - Initiated concepts to instill a fun, positive culture within KraftMaid
- Lead art director on Icnene, one of the agency's leading home improvement/building products clients:
  - Originated Icnene's brand print launch as well as revitalized website rebuild
  - Re-tooled the Icnene trade show booth and gave it a fresh new graphic look
  - Developed new product launch print ads for magazine insertions
- Developed a Lubrizol's, FBC BlazeMaster print campaign
- Introduced of the Archerfish "Solo" surveillance camera. Initiated the video and still asset collection. Developed the in-store demonstration video
- Co-creative strategist on brand development work for agency clientele working collaboratively with A-list agencies such as, GSD&M Idea City, Arnold Worldwide (L.A. and Boston) and Goodby Silverstein & Partners

## Innis Maggiore Group:

I cut my teeth here as I was hired in as a designer and grew into a more prominent roll. That being responsible for the concept and creative development for the agency's leading accounts, Aultman Hospital, Northern Can Systems, Deckare, Canton Civic Center and Canton Players Guild.

- Shaped Aultman Hospital's outdoor campaign:
  - Created outdoor branding
- Concepted and implemented unique show guides for each performance at the Canton Players Guild Theatre



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## References:

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### Milissa Shrake

Senior Broadcast Producer, Hitchcock, Fleming & Associates

Associate Creative Director, Hitchcock, Fleming & Associates

- Milissa was the ACD on Goodyear brand. We worked side-by-side on many product launches for Goodyear and worked in tandem on many live action & static photo productions.

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### Lenny Spangler:

Owner of Where's Squiggy Design

Art Director, Hitchcock, Fleming & Associates

- Lenny and I were peers although he was the Lead AD on KraftMaid. We worked in conjunction on several projects for KraftMaid and a couple of line reviews for Home Depot.

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### Patrick Ginetti

Creative Director at Patrick Ginetti

Associate Creative Director, Hitchcock, Fleming & Associates

- Patrick was the ACD on many of the diversified accounts at hfa. I assisted Patrick on many Simonton Window and Archerfish projects over his tenure at hfa.

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### Jaime Brannan-Riley:

Brand / Product Manager, U.S. and International Divisions,  
Shearer's Snacks

Senior Account Manager, Hitchcock, Fleming & Associates

-Jaime was the lead AM on Goodyear brand. Jaime led the charge on nearly every Goodyear project I worked on for much of the time she was at hfa.

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