

Branko Pfeiffer

Creative Director

5718 Ennishannon pl. Dublin, OH 43016 USA

614.397.5216

[DIGITAL PORTFOLIO - FULL VERSION IS AVAILABLE AT BRANKO.COM](#)

SUMMARY

In the 1990's Branko began his journey in the USA as online marketing and internet brand engagement was emerging. With 14 years in advertising and extensive experience in all aspects of branding and interactive media, Branko produced award-winning, creative and strategic work for brands across the country.

Effective and persuasive communicator. His creative work always provided a rapid growth of digital capabilities, fresh ideas and company revenue. It has garnered local and national ADDYs, PRSA awards, as well as international awards including the latest from Applied Arts in Canada. His work was also recognized and published in the KVADART, a contemporary art/design magazine in Europe.

His career was largely focused on developing breakthrough creative for digital communications; large data-driven websites, retail sites, email campaigns, online advertising campaigns, flash development, mobile, iPhone apps, etc. Branko has successfully delivered global online presences for companies such as OhioHealth, Elmer's, Crazy Glue, Bed Bath & Beyond, McGraw-Hill, Big Lots, Bob Evans and Subway, among others.

SPECIALTIES:

Extensive proven experience leading creative design team and branding strategy. Broad set of creative, technical and business talents.

- **Creative leadership and team management**
- **14 years hands-on experience in all facets of digital and traditional design**
- **Hands-on creative and creative direction for Retail, Healthcare and B2B**
- **Hire, inspire and lead a team with diverse responsibilities**
- **Provide energy and inspiration grow existing business, help bring new high profile clients**
- **Talent for streamlining complex work processes**
- **Knowledge and experience of all aspects of UI/UX**
- **Provides balanced solutions of technical requirements and design**
- **Fluency with HTML/CSS, Adobe Suite, Photography, Flash, Video & Motion graphics**
- **Committed for improving the process and profitability**

MANAGING STYLE

- **Open, positive and respectful**
- **Experience of managing digital teams for over 8 years**
- **Confident in making decisions but open to take suggestions**
- **Openly recognizing employees' successes and delegate responsibilities**
- **Provide support and direct the creative output**

Education: Bachelor's Degree, Academy of Art Belgrade

Origin: Europe, moved to New York City in July of 1993.

EXPERIENCE

03/2003 – 08/2011 **SBC Advertising**

Creative Director

Strategic and creative leadership, including all levels of design and brand strategic solutions, business development, creative team management and digital hands-on development. Hire, inspire and lead a team with diverse responsibilities. Develop new client relationships and the growth of business overall. Brands: OhioHealth, Elmer's, Krazy Glue, Bed Bath & Beyond, Big Lots, Bob Evans and Subway, among others.

03/1997 – 02/2003 **LSY / LSYdigital**

Manager of Interactive Services / Creative Director

Creative team management, design for digital communications; large data-driven websites, micro-sites, email campaigns, online advertising campaigns, Flash design, Macromedia Director CD-rom apps, motion media, etc. Brands: Ashland, BancOhio, Bank One, Borden, General Electric, International Paper, Longaberger, Mettler-Toledo, Nationwide Insurance, Nortel Networks, Sarcoma, The James Cancer Center, Zainy Brainy.

01/2008 – Present **P-SCOR**

Managing Director

Team management of an online application development for healthcare centers to reduce errors and improve quality of patient information. Global Branding, Marketing Strategy and Application Architecture development. User interface and experience design for software application and desktop widget. Team is located in Europe and USA.

05/94 – 02/97 **Blenko**

Senior Art Director

Responsible for graphic design work, silk screen, paintings. Stained glass design and restoration. Catalog development, planning and photo shoot direction. There is a permanent exhibition of his glass design work – Carnegie Mellon University, Pittsburgh. CNN showcased story about Branko's design work in eight 30-seconds segments, CNN 1998.

[Digital portfolio - full version is available at branko.com](http://branko.com)