

# GABRIEL DOVER

strategic creative

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## OBJECTIVE

To continue to leverage and develop my creative and strategic skills in a position that offers the opportunity to provide innovative solutions to a variety of client challenges.

## SKILLS

Excellent problem-solving, communication, and design skills. Fluent in major creative tools, including Photoshop, Illustrator, InDesign, Premiere Pro, After Effects. Proficient in HTML/CSS, Google Analytics, MS Office..

## EXPERIENCE

### FREELANCE

New York, NY  
2013-PRESENT

### STRATEGIC CREATIVE

Leveraged expanded skillset to pursue a wider variety of marketing projects. Integrated the strategy, writing, and marketing skills learned over the years with my existing design and technical abilities.

Projects have included product and technical writing for a healthcare software company, strategy work, naming, and marketing writing for pharmaceutical companies, and collateral writing and design for clinical trials.

### HMS

New York, NY  
2007-2013

### ART DIRECTOR

Conceived, created, and art directed all print, environmental, digital, and video communications for a large, rapidly growing, publicly-traded company. Led brainstorming sessions with creative staff. Wrote headlines and taglines, assisted in copywriting and editing. Directly supervised staff of three designers. Managed Google AdWords account, provided Google Analytics reports and recommendations to management. Participated in strategy sessions to craft messaging with CEO, CFO, and other C-suite executives.

### FREELANCE

2002-2007

### CREATIVE CONSULTANT

Created a wide range of projects utilizing my skills in print and digital/interactive design, motion graphics, photography, editing, user interface design, and DVD authoring. Clients ranged from large public companies to off-Broadway productions.

### ATOMIC FRIDGE

1996-2002

### FOUNDING PARTNER/CREATIVE DIRECTOR

Provided creative vision, management, and quality control across a wide variety of client deliverables including websites, games, kiosks, broadcast graphics, and presentations. Directed graphic designers, web and technical developers, copywriters and art directors. Grew the team from 2 to 10 employees. Developed reorganization and growth plans for teams including information architects, programmers and marketing strategists.

Managed \$1M annual budget (including full-time hires, contractors, interns and vendors).

Evaluated, negotiated with, and hired outside vendors.

Conceived, developed, and implemented creative strategies for educational companies, children's media outlets, advertising agencies, web and multimedia houses, film/TV production companies, and Fortune 500s.

**Partial client list:** Penguin Putnam (projects included Judy Bloom, Winnie the Pooh), Discovery Channel, Atlantic Records, Sally Ride Science Club, America Online, USA Networks, Timex.

### **SELECTED PROJECTS**

**NICKELODEON:** Directed production of 66 games for various Nickelodeon properties including SpongeBob SquarePants, Rugrats, Ren & Stimpy, and The Wild Thornberrys. Conceived, produced, and designed "Trackball" basketball game.

**SPACE.COM/NASA:** Conceived and produced an educational game for Space.com and NASA that taught the basics of aerodynamics to kids. The game achieved the longest playtimes of any game or activity on Space.com.

**AMERICAN MUSEUM of NATURAL HISTORY:** Produced online 'trading cards' for the American Museum of Natural History's "Ology" website, which won a Webby Award. Designed and produced a kiosk teaching the basics of digital imaging for the AMNH "Mobile Museum" which toured NYC schools.

### **EDUCATION**

**MACCLESFIELD COLLEGE (UK)**

O-Levels in Art, English, Computer Science, and Math

REFERENCES AVAILABLE UPON REQUEST