

# Luke Shertzer

## SENIOR ART DIRECTOR

972.489.8301 | [luke@ribbitmultimedia.com](mailto:luke@ribbitmultimedia.com) | [ribbitmultimedia.com](http://ribbitmultimedia.com)



## ABOUT ME

Senior Art Director and Creative Director with extensive experience directing branding, digital, print, video, and experiential campaigns. Led creative direction for over 800 client projects and founded an award-winning hyperlocal magazine that grew readership and revenue. Skilled at turning complex challenges into cohesive visual experiences and building high-performing creative teams. Seeking to apply strategic creative leadership to drive brand growth and engagement.

## EXPERIENCE

### Creative Director/Owner | Ribbit Multimedia | Dallas, TX | 2003–Present

- Founded and scaled a full-service creative agency delivering branding, web design, video production, print, and integrated marketing campaigns.
- Lead creative direction and strategy for over 800 client projects, resulting in stronger brand cohesion and revenue growth.
- Oversee budgeting, timelines, and client communications, ensuring projects are delivered on time and within budget.
- Design and execute multi-channel marketing campaigns, including social media, web, video, print materials, and live events.

### Senior Art Director/Publisher, Plano Magazine | Plano, TX | 2014–2021

- Founded and managed an award-winning hyperlocal magazine, leading all creative, operational, and marketing efforts.
- Directed a team of in-house creatives and freelancers to produce print and digital issues, plus revenue-driving special sections.
- Built and managed the publication's website, digital content, and social media channels, increasing readership and engagement.
- Managed all budgets, print production, advertising sales, and client relationships, driving consistent revenue growth.
- Used market research, digital analytics, and engagement metrics to optimize content strategy and audience targeting.
- Conceived, branded, marketed, and executed community event series that boosted local business traffic, including: Downtown Plano Art & Wine Walk, Plano Wine & Beer Walks, Bite Nite at CityLine, and Happy Hour Hike at Legacy West.

### Marketing & Creative Consultant, Advocate Media | Dallas, TX | 2003–2021

Provided integrated support, including graphic design, brand development, website design, and WordPress management.

### Website and Print Designer, Zielinski Design Associates | Dallas, TX | 2000–2003

Produced print graphics and layouts. Designed and maintained client websites.

## KEY SKILLS & TOOLS

- **Creative & Design:** Adobe Creative Cloud, Art Direction, Creative Direction, Graphic Design, Branding, Identity Design, Typography, Package Design, Motion Graphics, Video Production, Print & Digital Layout, Experiential Design, Microsoft Suite, Web Design, Visual Communication, Client-facing Experience
- **Digital & Web:** Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro, Firefly), WordPress, Printify, Squarespace, Canva, PowerPoint, ZoHo, Figma
- **Emerging & Innovative Tools:** Midjourney, ChatGPT, Nano Banana, Kling AI, OpenClaw
- **Leadership & Strategy:** Team Leadership, Project Management, Campaign Development, Client Relations, Cross-functional Collaboration, Strategic Marketing

## EDUCATION Bachelor of Fine Arts in Graphic Design, Louisiana Tech University | Ruston, LA

## AWARDS

President's Award for Best Downtown Partner: Issued by Texas Downtown Association

Arts Impresario Award: Issued by ArtCentre of Plano

COVID-19 Champion: Issued by North Texas Performing Arts

## AFFILIATIONS Board Member, Heritage Farmstead Museum | Plano, TX