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**TARGET JOB: Creative Management / Creative Direction**

Greetings!

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|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Unique left and right brain creative director able to deliver out-of-the-box creative solutions that execute brand strategy, achieve marketing and sales objectives, accomplish organizational goals and meet (exceed) client expectations. | Easy to work with — a team player with strong collaborative skills and skillful project management.                                                                                                   | Earned comprehensive knowledge and skills through hands-on experience combined with education and training in all aspects of creative services and marketing. An award-winning Creative armed with a "Top-10" business/marketing education.                                               |
| Using a mentor leadership approach, capable of building and directing small or large award-winning creative teams.                                                                                                                          | A passionate, imaginative, insightful, inventive and resourceful approach to the creative process. Strong conceptual thinking. Concepts and designs that are results-driven.                          | Able to bring integration, innovation, balance of consistency, and delivery-excellence crossing <u>all</u> disciplines and <u>all</u> media.                                                                                                                                              |
| A dynamic and seasoned leader that is a motivating and driving force. Real-world tested with a history of success. 23 years of experience.                                                                                                  | Ability to translate and articulate complex concepts into written and visual design. Excellent written and verbal communication skills. Able to develop understandable solutions to complex problems. | Expert knowledge of Adobe Photoshop, Indesign, Illustrator, etc. Mac and PC fluent.                                                                                                                                                                                                       |
| A prolific team is built through ongoing guidance, training and positive feedback in real-time — a team that is motivated, inspired, and highly productive.                                                                                 | Ability to gracefully respond to multiple, conflicting demands, and competing demands.                                                                                                                | Team goal is always to deliver best-in-class/world-class, award-winning, high-impact, solutions — that consistently and powerfully execute brand strategy — achieve marketing and sales objectives and organizational goals — and exceed client expectations, on time, and within budget. |
| A positive, can-do attitude. Adaptable and resilient. Eager and able to learn quickly. Eager and able to teach/mentor at all times.                                                                                                         |                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                           |

With a successful foundation of twenty years in all aspects of creative services (operations/design/copy/traffic/production, etc.), marketing and sales, I have a history of leading creative teams in the development and production of award-winning, high-impact, results-driven integrated marketing solutions that consistently and powerfully execute brand strategy, achieve marketing and sales objectives, accomplish organizational goals and exceed client expectations on time, and within budget.

My expertise is comprehensive and encompasses, but is not limited to, B2B, B2C, Internal Communications, Non-Profit, etc. — in ALL media and touch points — Concept through Execution and Delivery. If required, I can deliver Creative department start-up, turnaround, streamlining, management/direction | Improvement of the creative product | Production management | Promotions management | Touch point management | Traffic management | Etc.

Prior to founding NewGlyphics Marketing & Design, I directed the in-house advertising agencies of two Fortune 100™ companies: Computer City (the world's largest computer retailer--a Tandy Co. and NCNB National Bank (now Bank of America).

*If after review you feel I could be an asset to your organization, please contact me at 817.287.8341. I appreciate your time and consideration. Thank you.*

Cordially,



Laurie L. Trowell

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**Whatever combination of skills, experience, and knowledge you require—I will eagerly deliver precisely what you want and need.**

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## WORK

### **NIXSON LAW FIRM | MARKETING DIRECTOR and CREATIVE DIRECTOR, ARLINGTON, TX — 15 YEARS (2007 to 2022)**

Grew this one attorney/one receptionist sole proprietorship to an eight person law firm with high-impact, results-driven marketing strategies and design solutions. Further, with a mentor leadership approach, I recruited, developed, and directed the Team of attorneys, paralegals, law assistants and other support staff. Responsible for all touch points. Designer, Director of Operations/Marketing/Creative, 15 years.

### **NEWGLYPHICS MARKETING & DESIGN | OWNER, DFW, TX — 20+ YEARS (PERIODICALLY, 1997 TO PRESENT)**

Provide high-impact, strategic, results-driven design solutions for a wide range clientele. Provide comprehensive services in all media and all types of projects. Create and produce award-winning, high impact, results-driven marketing solutions that powerfully execute brand strategy, achieve marketing and sales objectives, accomplish organizational goals, and meet client expectations, on time, and on budget.

### **COMPUTER CITY, A TANDY COMPANY | CREATIVE DIRECTOR, FORT WORTH, TX — 3.75 YEARS (1993 to 1997)**

I directed the in-house agency of the world's largest computer retailer, ComputerCity, a Tandy company. Brought onboard to rebuild the existing in-house agency that was in critical condition (two directors had already tried and failed at the task.) Within two months I delivered a large team that was best-in-class, doing award-winning, high-impact work — that consistently and powerfully executed brand strategy — achieving marketing, sales objectives, and organizational goals — all on time, and within budget (or lower than budget).

### **TROWELL & ASSOCIATES | OWNER, LOS ANGELES, CA — 5 YEARS (1989 to 1993)**

Provided high-impact, strategic, results-driven design solutions for a wide range of clientele. Provided comprehensive services in all media and all types of projects. Clientele: Price Waterhouse, Los Angeles Heart Association, National Kidney Foundation, United Presort Services, YWCA of Greater Los Angeles, Gymboree, Simonson Mercedes, Aaron-Scott Furniture, The Warehouse Restaurant, Pacific Rim Printers/Mailers, etc. More client details:

**PACIFIC RIM** | Printer, Mailer, Marketing, Advertising. In business for over 60 years, they are a Los Angeles full service printing and mailing company providing design, printing, direct mail and mailing list services. Designer, Creative Director, 2 years.

**BBDO** | Provided high-impact, strategic, results-driven design solutions for this major agency for a wide range of clientele. Provided comprehensive services on all types of projects. Designer, Art Director, 1.5 years.

**FOOTE, CONE & BELDING** | Provided high-impact, strategic, results-driven design solutions for this major agency for a wide range of clientele. Provided comprehensive services on all types of projects. Designer, 11 months.

### **NCNB / BANK OF AMERICA | CREATIVE DIRECTOR, DALLAS — 3 YEARS (1986 to 1989)**

Built a full-service in-house agency for Fortune 100® company from the ground up for one of the largest banks in the US, (*currently operates as Bank of America*). Led a fifteen-member team. Provided comprehensive services in all media and all types of projects. Managed all touch points. Created and produced award-winning, high impact, results-driven marketing solutions that powerfully executed brand strategy, achieved marketing and sales objectives, accomplish organizational goals, and met client expectations, on time, while reducing costs.

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**CREATIVE SKILL-SET** | A passionate, imaginative, insightful, inventive and resourceful approach to the creative process | Out-of-the-box strategy, ideation and “big idea” concept development | A broad and sophisticated understanding of different design styles | Copywriter | Ability to translate and articulate concepts into written and visual design | Award-winning marketing and design capabilities, combined with a specialization in color, corporate identity and branding | An intimate understanding of the production process | The capacity to work across disciplines to bring integration, innovation, balance of consistency, and delivery-excellence | Real-world tested with a history of success

**MANAGEMENT SKILL-SET** | Concept through execution and delivery | Art direction | Creative direction | Cost reduction | Creative department start-up, turnaround, streamlining, management/direction | Improvement of the creative product | Production management | Promotions management | Touch point management | Traffic management | Etc.

**COMMUNICATION SKILL-SET** | Strong verbal communication skills | Ability to write insightful, engaging and persuasive copy | A team player with strong collaborative skills | An active listener | Adept at forging strong and productive relationships at all levels within the agency and on the client-side | Corporate-savvy | An Influencer | Ability to diplomatically, compassionately and effectively solve people problems

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### **EDUCATION | CERTIFICATIONS | TECHNICAL SKILLS |**

University of Texas at Austin – B.B.A. McCombs School of Business/Marketing/Design | University of Texas at Arlington–Search Engine Marketing (SEM) | University of North Texas–60-plus hours in Design Studies | Certified Internet Webmaster (CIW) Master Designer | Certified Internet Webmaster (CIW) Professional | Certified Internet Webmaster (CIW) Associate | Advertising Art Program Graduate | “Selling To The Executive Suite” Graduate | Sales Athlete Graduate | Dale Carnegie Graduate | Texas A&M University–Certified Master Gardener | Platforms: PC and MAC | Certificates: Dreamweaver, InDesign, Photoshop, Illustrator, Acrobat, Word, PowerPoint, etc.

### **INDUSTRY AWARDS | NOMINATIONS |**

ABA Marketing Awards | ADDY Awards | AIGA | AME Awards | American Design Awards | Applied Arts Awards | CLIO Awards | Communicator Awards | DMA Awards | ECHO Awards | Graphic Design USA Awards | I.D. Annual Design Review | Healthcare Advertising Awards | International Broadcast Awards | International Radio Festival of NY Awards | MarCom Creative Awards | Mobius Awards | OBIE awards | PIA Graphic Arts Awards | ProAwards | Southern California Broadcasters Association Awards | SIAA Awards | SMPS Marketing Communications Awards | Stevie Awards | Summit Creative Awards | Etc.

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**WEBSITE, PRESENTATION, PORTFOLIO** | [http://newglyphics.com/TROWELL\\_start\\_here.html](http://newglyphics.com/TROWELL_start_here.html) <http://newglyphics.com> <http://newglyphics.com/portfolio.html>

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**Befitting Seniors**  
Specialty, Affordable Senior Living

**WANT to MOVE HOME?**  
Want to "AGE in PLACE?"  
Need to ORGANIZE and/or DOWNSIZE?

**We can help!**

We will create a beautiful, organized and comfortable living space for your home whether you choose to move in a few hours or in a year.

Our services include: decluttering, organizing, downsizing, sorting, packing, moving, and unpacking. We can help you with everything from organizing your home to packing and moving your belongings. We can also help you with downsizing and organizing your home. We can help you with everything from organizing your home to packing and moving your belongings. We can also help you with downsizing and organizing your home.

**You can have the beautiful, orderly and organized home you want.**

**Kim & Michelle**  
Phone - 214.567.0105  
Email - findus@befittingseniors.com  
Web - www.befittingseniors.com

**BE A LUCKY WINNER!**

All you have to do is put your heads together and guess the five different seasonal songs. Then return this card with your answers by January 7th. If your answers are correct, we will toss your card into our *Wishful Drawing* and you will have a chance to win.

We will be giving away three miniature rides for two on a 25-foot Jonathan Goodale, powered by one Goodale, through the scenic canals of Naples Island at Long Beach. You are asked to call the Pacific Rim Holiday Hotline, (213) 590-3536, to get one free hint. Operators are standing by!

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

Name \_\_\_\_\_

State \_\_\_\_\_

Company \_\_\_\_\_

Phone \_\_\_\_\_

< Soundwagon.Pro Logo Before  
 ✓ Soundwagon.Pro Logo After

The image shows two versions of the Soundwagon.Pro logo. The top version, labeled 'Before', features a blue truck silhouette with an orange and black patterned body. The bottom version, labeled 'After', shows a white truck silhouette with a black body featuring a colorful, multi-colored dot pattern. To the right of the 'After' logo is a vibrant, abstract graphic composed of swirling, multi-colored lines and shapes, resembling a stylized explosion or a dynamic sound wave.

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