

**David Paul Wyatt Perko,***Creative Director*

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Online Portfolio: OceanAstro.com

**PROFESSIONAL SUMMARY:**

- Accomplished creative director and passionate team leader & mentor with hands-on expertise, building unity and brand momentum for a diverse range of companies, ad agencies, and graphic design studios
- Expertise in corporate print collateral, marketing & sales support material, and staff management. Excels at entertainment & lifestyle, food & beverage industry, health care, and technology marketing
- Entrepreneur with years of leadership - developing creative teams consisting of art directors, graphic designers, copywriters, photographers and web designers/programmers
- Recognized as a cross-functional savvy leader with strengths in effective communication, dedication and building the client's business through impactful relationships & measurable ROI
- Analyzer of customer requirements, developer of plans, executer of project timelines and budget parameters
- Has proven success with creative management of high-dollar accounts: increasing company profitability through brand restructuring and marketing awareness, developing strong and steady customer growth, providing robust marketing objectives that enhance companies' bottom-line profits
- Has worked in many areas of the country, specifically in: Cleveland, Ohio; Pittsburgh, PA; Washington D.C.; Boise, Idaho; Bristow, Virginia; Gaithersburg, Maryland; and Philadelphia, PA
- Out-of-the-box thinker, highly creative and conceptual oriented self-starter.

**EDUCATION**

- **The Art Institute of Pittsburgh**
  - Degree in Visual Communications
- **Kent State University**
  - Architecture Major
  - Cinematography Major
  - Graphic Design Minor

**SOFTWARE**

- Master user of Adobe Creative Suite 5.5, Professional

**AFFILIATIONS**

- Social Media Marketing Member of Private Ensemble of Like-Minded Creatives

**PROFESSIONAL REFERENCES:****Theresa Poprocky***Creative Director***Zoltun Design**

Pittsburgh, PA

theresa@Zoltun.com

**Trevor Tanner***Studio Engineer***Emperor Penguin Recordings**

Pittsburgh, PA

trevor@TrevorTanner.com

**Kim Saylor***Account Executive***Kunzler Meats**

Lancaster, PA

kimberlysaylor2267@hotmail.com

## **PROFESSIONAL EXPERIENCE - Entrepreneurial Venture - Visual Communications Corporation**

### **OceanAstro – OceanAstro.com**

Pennsylvania, New England, Idaho & Virginia based marketing, branding, and visual communications corporation

#### **Creative Director & CEO – 1997 to 2011**

- Responsible for the creation and execution of strong, innovative visual concepts working with account executives to generate ideas to fulfill clients' specific needs. *Responsibilities include:* concept, design, presentation, execution, and production of all projects for assigned accounts, projects and endeavors.

#### **Specific OceanAstro Achievements:**

- Served as primary creative director on wide-range of work for multiple accounts
- Assumed a lead role in meetings for a wide-range of clients due to strengths in presentation and negotiation skills, and helped win and maintain various accounts
- Landed top billing accounts over competing advertising agencies multiple times

#### **Most Notable Specific OceanAstro Achievement:**

- As the creative director - and working directly with senior business development - directed the **Boomers, An Explosion of Fun!** toy store from a one-store, boutique, business model to a seven-store, mall-chain of stores - throughout New England within two years, winning multiple, creative-merchandising awards along the way.

#### *Partial Range of Clients:*

##### **TECHNOLOGY**

- Apple Computer
- Stephen Arnold Music's Revnew
  - Micron
  - NBC Universal
  - Worldgate
- The Stereo Shoppe

##### **HEALTHCARE**

- Johnson & Johnson
- Children's Hospital of Philadelphia
  - Magic Valley Regional Medical Center of Idaho
  - UPMC of Pittsburgh

##### **FOOD**

- Nabisco
- M&M Mars
- Lipton Tea
- Lea & Perrins
- Kunzler Meats
- Hanover Foods

##### **MISC.**

- Jones Soda
- Ibanez Guitars
- American Greetings
- Dutch Wonderland
- Boomers Toy Store
- Universal Services Assoc.

## **OTHER KEY CAREER POSITIONS - Entrepreneurial Ventures**

### **• EdibleUmbrella Design – Creative Director & President – 1993 to 2011 - Specialized Graphic Design Co.**

- Key figure in set-up and operation of boutique design studio specializing in visual communications specifically for musical acts, film-based endeavors, publication design, and food industry, etc. that requires a cutting-edge appeal.

### **• Emperor Penguin Recordings – Creative Director, A&R & CEO – 2003 to 2011 - Music Industry**

- Key figure in set-up and operation of independent and alternative record label.
- Have overseen entire production of 17 CD releases to date.
  - **Supervision includes:** Signing talent to label, managing artist(s), designing full color, 12 to 16 page CD insert booklets for each release, directing the production of physical CD product and all printed materials.
- Management of sales fulfillment via **Amazon.com, Apple iTunes,** and hundreds of other physical and online outlets.

## **PROFESSIONAL EXPERIENCE - Entrepreneurial Venture - Publishing**

### **Surveil Magazine – SurveilMag.com**

Internationally published entertainment magazine covering:

Film, Music, Gadgets, Books, Video Games, Toys, Comic Books, New Products, etc.

#### **~ MAGAZINE ORIGIN AND ADAPTIVE HISTORY ~**

- **Fright X Magazine – 1994 to 2000 - published in Pennsylvania & Idaho**

Initial creation of magazine with staff of eight to thirteen. Magazine was distributed to all major book stores: **Barnes & Noble, Borders Books, Hastings Books, Tower Books**, and to finer bookstores all over the world. Initial publication was a self-proclaimed, "Googolplex of Clashing Culture." Full color publication, 84 to 126 pages.

- **MediaPlus Magazine – 2000 to 2007 - published in Idaho & Virginia**

Reinvented Fright X Magazine as an online magazine, primarily, with annual print editions. MediaPlus Magazine received hundreds of thousands of hits per month and was an online source to quickly find interesting and off-kilter content on the world wide web.

- **Surveil Magazine – 2007 to 2011 - published in Virginia & Pennsylvania**

Reinvented MediaPlus magazine as a film magazine, primarily, focusing on blu-ray titles. Received Film, Music, Gadgets, Books, Video Games, Toys, Comic Books, New Products, etc. and wrote reviews which were emailed directly to the manufacturer or publisher of product. Continued to develop relationships with a myriad of entertainment based companies covering a wide range of subjects and interesting content.

- Currently transitioning Surveil Magazine into a cutting-edge, graphically designed, digital-magazine which will be distributed via Apple's Newsstand App for the iPad, iPhone and iPod devices.

#### *Previous Advertisers Included:*

FILM: Sony Pictures, Twentieth Century Fox, Paramount Pictures, New Line Cinema

VIDEO GAME: Warner Bros. Interactive, Sony Computer Entertainment, Capcom Entertainment, Activision, THQ

MUSIC: Sony Music, Warner Bros. Records, Interscope, Virgin Records, RCA Records, Capitol Records, 4AD Records

MISC: McFarlane Toys, HarperCollins Books, Marvel Comics, DC Comics, Vertigo Comics, Diamond Comics

### **Specific Publishing Achievements:**

- Was interviewed by **Apple Computer** in 1999 for the design and creation of Fright X magazine using Macintosh equipment and for the massive production involved in producing the magazine. At the time, cel phones were the size of footballs and digital cameras only existed in multi-million dollar photography studios. The production of Fright X Magazine occurred at a time when the digital world had just begun and everything was still hand-scanned via desktop scanner, files were transferred to printers on 100 mb lomega Zip disks and a 500 mb harddrive was considered huge.
- Single-handedly negotiated and built relationships—from the ground up—with every single advertiser that ran an ad in the publication, from day one.

## **PROFESSIONAL EXPERIENCE - Entrepreneurial Venture - Food Industry**

### **Wolgamuth – SavorWolgamuth.com**

USA based, manufacturer and marketer of Food Flavor Enhancer ( sauce ) product.

#### ***Creative Director & Founder – 2008 to 2011***

- Created a new brand for the sauce category with “the foodie” in mind.  
Led and managed all elements of a five-person team, in-house creative department, oversaw marketing budget; directed offline/online marketing, event management, print collateral & marketing sales support material, and multiple new variety launches.

#### **Specific Wolgamuth Achievements:**

- Created initial concept of company
- Developed secret recipe for original flavor, **Double Red Pepper**, with master-chefs in Massachusetts and Colorado
- Expanded brand to include two additional varieties: **Vinegar Mango** and **Serrano Lime**
- Championed and leveraged company profits by successfully utilizing the strengths of the in-house creative team while personally directing the majority of brand communication, which eliminated company outsource spending, immediately boosting profits which, under my supervision, this strategic action immediately saved the corporation thousands of dollars within the first two months of product launch
- Directed and researched all marketing variables to find the most cost effective solutions for nation-wide marketing including: business-to-business sales kit
- Concepted and art directed the Wolgamuth 2011 “three original flavors” ad campaign, overseeing a national model-search for the “Wolgamuth girl” and managing the photoshoot