

## STEPHEN ANSLEY

### The Art Dept

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PLEASE REFER TO MY WEBSITE: <http://www.theartdept.biz>

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### ADVERTISING EXECUTIVE CREATIVE DIRECTOR

Confident, creative, artistic, dedicated, highly organized and successful Advertising / Executive Creative Director with over 25 years in advertising with a high degree of proficiency in the following:

- Production of Advertising Materials
  - Placement of photos and press releases worldwide
  - Purchase and Placement of Advertising
  - Purchase of all printed materials
  - Print Ads, Flyers, Kits, Posters
  - Purchase and placement of advertising
  - Support Materials for Catalogs, Brochures
  - Consumer and Trade Ads
  - Logo Design
  - Product Development Packaging
  - Graphics / Services
  - Graphic Production / Resources
  - Trade Show Booths
  - Flyers, Labels
  - Internet (website) maintenance
  - National Media Placement
  - Press Releases
  - Public Relations
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### PROFESSIONAL EXPERIENCE:

AAMP OF AMERICA, Clearwater, FL

From (Dec.3, 1993) to (Nov.12,2007)

AAMP of America is a leading designer, manufacturer, marketer and distributor of aftermarket automotive auto accessories. Proprietary brands include Stinger the industry's best selling line of 12-volt accessories and Peripheral the leading developer of in-car mobile device integration solutions, with blockbuster products such as the iPod2Car and MP32Car. Other AAMP brands include Best Kits and Harnesses (faceplates and harnesses used for replacing factory car radios), SoundQuest (value priced 12-volt accessories and home theater products), and AAMP of America Home (architectural theater wiring and loudspeakers). AAMP offers the broadest product line in the automotive audio accessories industry and has a leading share of the specialty 12-volt retail channel ("dealers" or specialists").

### Executive Director of Art and Advertising

- Assisted with development of corporate marketing plan and strategies.
- Developed Advertising budget for the production of all graphic materials.
- Production of advertising materials to include product development, packaging, logo design, national media placement, trade publications, public relations and press releases, show cars for editorial purposes and any supplemental support materials like catalogs, brochures, flyers, labels etc.
- Strategic procurement and placement of finished product in various media outlets (periodicals, newspapers, internet, radio and television).

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- Assisted in development of creative materials, maintained the highest quality photo, video and audio standards, and assure maximum coordination and graphic continuity with campaigns, materials and initiatives.
  - Purchase and placement of advertising in advertising forums.
  - Strategically responsible for the placement of photos and press releases worldwide.
  - Accountable for purchasing of all printed materials within the department.
  - Assisted with the development and execution of booth graphics for all trade shows.
  - Provided mentoring and role-modeling for the advertising team; identified and evaluated talent to build and maintain value-added performance of a dedicated, professional advertising and marketing department.
  - Managed and drove the creative development of advertising, promotional and communication projects.
  - Effective in working under pressure and meeting targeted deadlines.

**PREVIOUS EMPLOYMENT:**

From (June 7, 1983) to (Nov.1,1993)

Previous to joining AAMP of America in 1993 I owned and operated MEDIA ART SCREENPRINTING for 10 years in Springfield, Missouri. My company produced and printed stock and original designs on t-shirts and other apparel for resale by retailers such as Bass Pro Shops.

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**EDUCATION:**

**South Dakota State University - BA** 1967 – 1971

**COMPUTER SKILLS:**

**Photoshop, InDesign, Illustrator, Dreamweaver**

**Most basic computer programs:** ie. Word, Excel, Outlook etc.

**Cross platform – IBM or MAC**

**HOBBIES:**

**Golf, Fishing, Motorcycles, Modeling, and Traveling**