

LARRY BENDER

302 Flourtown Road
Lafayette Hill, PA 19444
610.283.3381
larrybender@gmail.com

larrybender.com

20 + years' experience providing strategic communication solutions and leadership in higher education

AREAS OF EXPERTISE INCLUDE:

- Leadership
- Management and mentoring
- Art Direction
- Visual communication
- Editorial review
- Vendor management
- Budget planning, oversight, and negotiation
- Brand development and stewardship
- Development of targeted data-driven communication plans
- SEO and campaign analytics
- Full understanding of enrollment funnel and student life cycle
- Adobe Creative Suite

CAREER PROFILE:

2007 – Present

Creative Director

Communications and Marketing, Enrollment Management and Student Success
Drexel University
Philadelphia, PA

- Work with key stakeholders within the department and University communities, to develop and implement complex multichannel marketing strategies and communication sequences that directly impact the University's strategic goals
- Creative oversight for all projects within the Division of Enrollment Management and Student Success
- Responsible for production on all departmental projects from initial concept through final delivery
- Brand steward
- Design high-profile projects that include both print and electronic communications
- Budget management, negotiation and oversight of over \$1,000,000 for print, mail, photography, and video development
- Hire, manage, mentor, and set direction for in-house creative staff of 7 that includes designers, editors, and videographer
- Maintain relationships with outside vendors

2005 – 2007

Print and Interactive Art Director

Enrollment Management Creative Group
Drexel University
Philadelphia, PA

- Directed, designed, and oversaw the creation of recruitment materials that created brand recognition for Drexel University. Projects included web design and development, viewbooks, catalogs, brochures, posters, direct mail advertising, search materials, electronic communications, and multimedia presentations
- Managed and set creative direction for design staff
- Developed and maintained communication sequence and marketing strategies for Graduate and Undergraduate Admissions with the Assistant Dean of Communications
- Designed user experience based on complex information architecture
- Created storyboards and HTML prototypes to represent the user experience
- Coordinated, directed, and oversaw freelance designers, illustrators, and photographers while ensuring projects delivered within budget and on time

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2002 – 2005

Assistant Director of Communications

Enrollment Management Creative Group
Drexel University
Philadelphia, PA

- Supported the Assistant Dean of Communications in developing communication strategies for Drexel University's Division of Enrollment Management
- Developed creative solutions for web and print projects
- Managed all day-to-day responsibilities and workload of the creative staff
- Adhered to production schedules to complete projects in a timely manner
- Worked with freelance designers, writers, and photographers

1998 – 2001

Senior Graphic Designer

Enrollment Management Creative Group
Drexel University
Philadelphia, PA

- Designed and produced recruitment materials from concept through completion for Drexel University. Projects included web site design and development, viewbooks, catalogs, brochures, posters, direct mail advertising, search materials, CD-ROMs, and multimedia presentations
- Managed photo sessions
- Prepared files for the printer
- Worked with clients to develop concepts

1995 – 1998

Graphic Designer

Regional Communications Department
Allegheny University of the Health Sciences
Philadelphia, PA

- Designed and produced all marketing materials for Allegheny Integrated Health Group
- Projects included print and direct mail advertising, web site design, publications, brochures, and signage
- Priced and tracked all jobs from concept to completion
- Directed and prepared photo shoots

1989 – 1991

Graphic Designer

Portfolio Marketing Group
Philadelphia, PA

- Designed and produced materials for retail advertising including directories, catalogs, posters, and advertisements
- Designed and produced corporate brochures and collateral pieces

EDUCATION

1984 – 1992

Parsons School of Design and Otis Art Institute of Parsons School of Design

New York, NY and Los Angeles, CA
Bachelor of Fine Art

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AWARDS & HONORS

Drexel University's President's Award 2010 and 2011

Telly Awards

- 35th Annual – Bronze
- 33rd Annual – Double Bronze
- 31st Annual – Bronze

Communicators Awards

- 22nd Annual – Award of Excellence and Award of Distinction
- 18th Annual – Award of Excellence

Admissions Advertising Awards

- 27 Annual – Gold Award
- 24 Annual – Merit Awards
- 23 Annual – Silver and Merit Awards
- 22 Annual – Silver, Bronze, and Merit Awards
- 21 Annual – Merit Award
- 20 Annual – Merit Award
- 19 Annual – Gold Award

Awards for Publication Excellence

- 2008 Award of Excellence
- 2007 Award of Excellence

Beacon Awards

- 2008 Gold Beacon Award
- 2005 Direct Mail Awards Finalist

Service Industry

Advertising Awards

- 2007 – Silver and Merit Awards
- 2006 – Silver and Merit Awards
- 2005 – Merit Award

Cuppie Awards

- 2016 – Double Silver
 - 2015 – Gold, Silver, Double Bronze
 - 2013 – Double Bronze
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