

TOM BERGERON

CREATIVE / DESIGN / MARKETING

CONTACT

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thomasbergeron.com

SKILLS

Creative + Art Direction

Design Strategy

Branding

Packaging

Print + Digital

Brand Awareness

Marketing

Web + HTML + CSS

Branded Apparel

UX / UI Design

Video Editing

Photography + Editing

Publication Layout

SOFTWARE & TECH

InDesign

Illustrator

Photoshop

Premiere Pro

Dreamweaver

Microsoft Office

Mailchimp

Sharepoint

Shopify

Squarespace

EXPERIENCE

DESIGN COMMUNICATIONS LTD

2015 - PRESENT

MARKETING DIRECTOR < ART DIRECTOR

I joined the DCL team to bring creative and marketing services in-house, which were previously outsourced. Despite working in an ambiguous environment, I continue to drive impact and improvement across a wide array of offline and digital channels. Fully integrated into the company infrastructure, I serve as the brand steward and oversee hands-on creative production for all in-house initiatives.

- + Department lead and manager overseeing all creative and branding assets: corporate website, social media, sales materials, presentations, marketing initiatives, tradeshow, project documentation and video production
- + Spearheaded the redesign of the company's website, resulting in 26,000+ visits per year and generating weekly six-figure leads
- + Increased LinkedIn company followers by 20x+
- + Launched online company presence across 8 new platforms to deepen market penetration, improve SEO impact and brand awareness
- + Lead graphic design and copy development for award submissions, RFPs, company apparel, paid advertising, client presentations, tradeshow and project bids

BBK WORLDWIDE

2011 - 2015

ART DIRECTOR

Championed design solutions for branding and advertising in clinical trial recruitment campaigns. Develop impactful 360 campaigns that included brand identities, print advertising, campaign strategy, and actionable website experiences. Key contributor to groundbreaking products in the app and ecommerce spaces, with a focus on patient recruitment.

- + Notable Clients: Pfizer, Johnson & Johnson, Biogen, Merck, Takeda, Eli Lilly
- + Collaborated within a team of 3 copywriters, 4 designers, 8 software engineers, 12 project managers, 2 media specialists and senior management for campaign development and implementation
- + Mentored two junior designers
- + Lead design pitches, client presentations and creative critiques

SIGNALTREE MARKETING

2008 - 2011

ART DIRECTOR < GRAPHIC DESIGNER

Collaborated within a small team to develop design solutions for a diverse range of clients and projects, including branding, print, digital, web, studio photography, and packaging.

- + Notable Clients: Monadnock Paper Mills, Kurn Hattin Homes for Children, L.A. Burdick Chocolates, Len-Tex Wallcoverings

FREELANCE

2007 - PRESENT

DESIGNER • CONSULTANT

In addition to in-house and agency roles, I've built and maintained a successful freelance business to continuously develop my skills. I've worked across industries to deliver impactful design solutions for notable brands nationwide, including nonprofits and major players in the entertainment and seafood industries.

EDUCATION

CAL POLY, SAN LUIS OBISPO, CA
BFA GRAPHIC DESIGN

2007

AMERICAN GRAPHICS INSTITUTE
ADVANCED PREMIERE PRO CERTIFICATE

2016

GOOGLE PRO CERTIFICATE
UX DESIGN

2023

GOOGLE PRO CERTIFICATE
DIGITAL MARKETING & ECOMMERCE

2023

HONORS

PUBLISHED ARTICLE

2019

SIGNS OF THE TIMES MAGAZINE | REEBOK

Authored a case study article featuring Reebok HQ's new tech-integrated office

INTERACTIVE AWARD OF EXCELLENCE

2013

THE RX CLUB | MOBILE APP

I contributed to the team effort as art director and designer

INTERACTIVE AWARD OF EXCELLENCE

2013

THE RX CLUB | ECOMMERCE WEBSITE

I contributed to the team effort as art director, designer and web developer