

Dean Bryant

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# "Another word for creativity is courage"

GEORGE PRINCE

## INN A NUTSHELL

- Local & international markets around the world.
- Has worked a wide range of clients.
- Print, Tv, Radio, Web, Collateral, Events, Corp id, Branding.
- Creates, designs, manages, directs and collaborates.
- Inspires teams to push the envelope.
- Maintains a fresh approach with every brief.
- Wins the client's trust so they buy great work.

## THE CLIENTS

BMW, Michelin, BF Goodrich, Blue Bird Bus, Millikin, Piaggio Airo, Porsche, South Carolina Charities, Kmart, Sears, QS/1, Hincapie Sportswear, Monster Energy Drink, Several hospitals across the southeast.

## THE STORY

Born & bred in The Low country of South Carolina. Lived in the Upstate. Played football at Western Carolina. Currently residing in Columbia and Married to a girl from Kingstree, South Carolina, everyone knows somebody from Kingstree. I speak some French; understand some German and I speak Cherokee. That's right, I'm a proud member of the Eastern Band of Cherokee Indians. I believe creativity is the last unfair advantage in business.

### Creative Director

#### The Adams Group • May 2008 – Present

I am currently creative director for The Adams Group in Columbia, SC. I'm Award-winning conceptual thinker with the know how to bring ideas to life. I'm experienced in integrated campaign development, User Interface, art direction, broadcast, print, websites, interactive, mobile, client presentation, and motivating, leading, and managing multiple teams. I've managed creative teams as small as three people and as large as eighteen people. I've worked with a wide variety of national and global brands. I'm wildly creative but I believe creativity is to sell. I don't have a novel that I'm working on in my desk drawer nor am I working on an art exhibit or comic book story line. I come up with ideas that help my clients succeed. That is my passion. But I do love comic books and I am a huge geek!

### Creative Director

#### Jackson Dawson (now Jackson Marketing Group) • July 2000 – May 2008

Lead the creative team through the shark infested waters of idea generation. Help mentor and develop creative talent while doing killer creative that helps our clients succeed.

### Senior Art Director

#### The Adcompany (now ADCO) • 1999 – 2000

Helped clients define and solve the most complex communications problems. Defined project parameters by helping to estimate project costs. Developed innovative ideas and concepts. Presented work to clients.

### Designer/Art Director

#### The Silverman Group • 1995 – 1999

Idea generation, design and art direction and for retail clients in a wide range of retail industries.

## AWARDS

In-Show Awards 2005, 2007, 2008 Addy Awards 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012

## EDUCATIONS

Two years of undergraduate study at Western Carolina University 08.87 to 05.89  
Studied at The Savannah College of Art and Design. Received B.F.A. in Graphic Design 09.90 to 05.94