

SUMMARY

A well-rounded marketing professional with extensive background in construction, brand marketing, business development, and creative sales. The through-line of this career is memory-making. Starting as a set and lighting designer expressing stories visually for performance, to marketing retail environments that assure and engage, next developing photography and graphics that inspire for exhibits, advertising, and art, then creating impact-full environments for trade shows, events and exhibits on a national scale, marketing fabric structures to industry leaders, developing business for entertainment fabric and most recently creating brand experiences for award shows, galas, fundraisers, and incentive events.

EXPERTISE: WWW.HILARYHOWES.NET

- **MARKETING AND SALES OF COMMUNICATIVE EXHIBITS AND IN RETAIL ENVIRONMENTS**
- **CREATIVE DIRECTION AND DESIGN IN THE EXHIBIT, EVENT, AND ENTERTAINMENT INDUSTRIES.**
- **SENIOR LEADERSHIP OF RETAIL, EDUCATION AND CREATIVE TEAMS**
- **COLOR AND DESIGN FORECASTING - CHAIRHOLDER WITH COLOR MARKETING GROUP**
- **NATIONALLY PUBLISHED ON CREATIVE COMMUNICATION AND SOCIAL/DESIGN FORECASTING**
- **3D VISUALIZATION AND MULTI MEDIA PRESENTATIONS OF ENVIRONMENTS**
- **SERVICE AND FOLLOW THROUGH 'LIKE-I-OWN-THE-PLACE' BECAUSE I HAVE.**

EXPERIENCE**VP/CREATIVE DIRECTOR, [ENCORE DECOR](#), MD 2011-CURRENT**

- Design for Events creating stages, tabletops, and floral with graphics and 3D renderings
- 3D Studio- modeling, texturing, lighting and rendering
- Photoshop- compositing, image editing, and manipulation
- Illustrator - developing brand identity for not-for-profit events.
- Technical documentation in AutoCAD 10.
- Producing complex events with numerous sub-contractors.

3D / GRAPHIC DESIGNER, [HARGROVE](#), LANHAM MD 2010

- Freelance Design for Exhibits and Exhibitions creating graphics and 3D renderings
- Photoshop- compositing, image editing, and manipulation
- 3D Studio- modeling, texturing, lighting and rendering
- Technical documentation in AutoCAD 10.

CREATIVE DIRECTOR, [DAZIAN FABRICS](#), WASHINGTON DC 2009-2010

- Developed new business and marketed products for this supplier of fabric, fabrication, printing, rentals, and lighting to the entertainment, event, exhibit, retail, hospitality and museum markets.
- Developed marketing plan for hospitality including: collateral, trade shows, presentations, and social media.
- Increased area sales by establishing new Mid-Atlantic sales office in Washington DC
- Developed dynamic presentations to clients like Disney and Cirque Du Soleil

CREATIVE DIRECTOR, [TRANSFORMIT](#), GORHAM, ME 2007-2009

Tension Fabric Structure marketing for the premier manufacturer in this field. Clients in Museum (Quatrefoil, Roto Studio, D&P), Retail (Autozone, FAO Schwarz, Sun-Trust,

Lorenc&Yoo), Hospitality (Hyatt, NGA), Exhibit (Avalon/ArtGuild, Pico, Atlantic), and Events (US Army, GES, Champion).

- Planned, coordinated and managed exhibits and environments from conception through production to installation for Architects, Designers, and Contractors
- Achieved chair-holder status with the Color Marketing Group in 2008, member since 2003

SENIOR NATIONAL DESIGN MANAGER, [GLOBAL EXPERIENCE SPECIALISTS](#), LANDOVER, MD, 2000–2007

3D brand marketing for the leading North American General Service Contractor in the event and trade show industry.

- Produced proposal winning museum exhibits, trade show exhibits, & retail spaces
- Branded industries with trade show graphics, structures, and wayfinding.
- Marketed GES design in interviews, media articles, multi-media industry presentations, and distance learning
- Managed designs through production, creating exhibits of system architecture.
- Trained a diverse group of designers through critique, presentation, written procedures, and workshops
- Advanced from National Designer working on Trade shows only to SNDM in 2002 defining that position as the R&D/conceptual leader for shows, exhibits, stages, and museums.
- Developed new system architecture methods, extrusions, and data base structure.

EXHIBIT/GRAPHICS MARKETING / ACCOUNT MANAGER, CUSTOM PROCESS, BERKELEY, CA, 1997–2000

Photo processing and digital imaging service. I started as the technical sales expert and grew to lead the customer service team and ultimately become an account manager to clients like University of California Museums, Delphi Productions, Academy Studios, General Graphics Exhibits, and the San Francisco Fine Arts Museums.

- Expanded their Custom Modular Exhibit offering by designing, selling and producing award winning exhibits.
- Developed in-depth knowledge of every graphic process to support and troubleshoot.
- Invented new graphic process featured in Exhibit Builder Magazine and Photo District News

CEO/PHOTOGRAPHER, SWIFTSILVER PHOTO, MILL VALLEY, CA, 1988–96

At this retail photo lab and portrait studio, trained and supervised a staff of 6 in mini lab and custom darkroom procedures, planned sales and advertising, and was principal photographer. Grew this business from 0 to 3 locations and annual sales of \$320,000.

FREELANCE SET & LIGHTING DESIGNER, SAN FRANCISCO, CA, 1973–88

Award winning designs for regional professional, community and college theaters.

EDUCATION

2006–2007 Auburn University, Industrial Design, 24 CEU
1976–1978 San Francisco State University, 44 units, Theater Arts – Design
1973–1975 West Valley Community College, 61 units, Art Major
1969–1973 Blackford High School, graduated 1973

SKILLS

PC and Mac, 3D Studio Max & Viz, AutoCAD, SketchUP, Podium, AdobeCS4- Illustrator, Photoshop, InDesign, Acrobat, CorelDraw Suite, MS office- Word, Excel, PowerPoint, ACT, iLife, iWork, color management, Dye Sublimation, Ink-jet & Lambda Graphics, Mounting & Laminating, picture framing, studio, exhibit & theatrical lighting, trend forecasting, graphic design, sales, P&L responsibility, production & stage management, scenic painting & carpentry, visual research, hand-sketching, marker, pastel and creative communication.

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