
DARYL W. CALFEE

darylcalfee@gmail.com | 540.816.0515 | DarylCalfee.com

OVERVIEW

I love building businesses and brands. I also enjoy building long lasting relationships and restoring old buildings. I often find value where most would pass by. With more than 12 years of professional design, marketing and entrepreneurial experience, I have led and executed in world of advertising, design and business from both the ownership and agency side. I have led designers and creatives while directing vendors and partners with the purpose to bring concepts to life. This journey has required the ability to tell a compelling story to the right people and, at times, even draw them a picture (or take one).

{ EXPERTISE }

- *Art Direction
- *Brand Development
- *Celebrity Appearances and Events
- *Copy and Creative
- *Franchise Creation
- *In-store POP and Collateral
- *On-air Talent
- *Photography
- *Print Design
- *Real Estate Development & Leasing
- *Retail Marketing
- *Social Media
- *Tradeshow Design and Build
- *Video Production
- *Visual Merchandising
- *Web Design and Direction

EXPERIENCE

Director of Creative Services & Web Development
April 2013 – Present
Moore & Giles | U.S.
Luxury Goods

Moore & Giles is a designer and producer of luxury leather and bags to both the trade and consumers. My role is to lead and direct the marketing team's efforts in all mediums, across all divisions of the business. Learn about Moore & Giles at www.mooreandgiles.com

Partner
June 2008 - Present
Prototype Media | Virginia
Printing and Publishing

As a Partner at Prototype: Media, I have helped to lead in the growth of this start-up, growing it from one magazine to currently owning and producing five independent publications and several associated events. For more on these magazine and events, visit www.prototype-media.com.

Sr. Art Director
November 2003 - 2013
Prototype Advertising | Virginia
Advertising Agency

For a decade, I led and directed the design and strategy for Central Virginia's largest full-service agency. We have been both award-winning and results-driven in the areas of: HEALTHCARE, RETAIL, MANUFACTURING, ATHLETICS, AUTOMOTIVE, FASHION & FOOTWEAR and FOOD & BEVERAGE. My roles have ranged from account executive to designer, storyteller to teacher, art director to photographer. I work mostly with larger, national and regional brands. For more on our work, visit www.prototypeadvertising.com.

EXPERIENCE (cont.)

Owner January 2007 - 2012 SDA Health Corp Arctic Spray Virginia Medical Supplies	<i>Lead in the design, distribution, marketing, production and promotion of the brand and product. Key product development over the past five years has been Arctic Spray - a topical arthritis and pain relief spray sold in Walmart, CVS.com, DrugStore.com and supplied by McKesson and Cardinal. For more on Arctic Spray and it's history - www.arcticspray.com.</i>
Owner/Developer June 2010 – Present D & J Calfee LLC Virginia Real Estate Residential & Commercial	<i>We love real estate. We understand its potential and we are able to spot value that maybe hidden to others. We have developed and sold several commercial and residential properties, retained and leased several more and have successfully completed historic renovations while navigating the tax credit process.</i>
Creative Designer September 2001 - 2003 Footstar Athletic Mahwah, NJ & New York, NY Athletic Footwear & Fashion	<i>Footstar Athletic (Footaction USA, Just For Feet, and UPRISE) 2001-2003 Creative Designer – Corporate Headquarters Visual Marketing Coordinator – Corporate Headquarters</i>

EDUCATION

B.S. Communications Liberty University	<i>Bachelor's degree in Communications with a specialization in Media Graphics including graphic design, photography and video.</i>
--	---

SKILLS

Photography	Expert	<i>{ PROFESSIONAL MEMBERSHIPS / AFFILIATIONS }</i> RIVERVIEWS ART SPACE – Board of Directors, Marketing Chair (2012-Present) YPCV – Board of Directors (2009-2011), Vice Chair AD FED OF ROANOKE VALLEY
Adobe Photoshop	Expert	
Adobe Lightroom	Expert	
Adobe In Design	Expert	<hr/> <i>{ HONORS & AWARDS }</i> 2003 FOOTSTAR “EXCELLENCE IN ACTION” AWARD 2009 ADDY® AWARDS - GOLD AND SILVER 2010 ADDY® AWARDS - GOLD AND SILVER
Adobe Illustrator	Expert	
Adobe Premiere	Expert	
Microsoft Office Suite	Expert	

*{ *PROFESSIONAL REFERENCES & PORTFOLIOS AVAILABLE UPON REQUEST }*

darylcalfee@gmail.com | 540.816.0515 | DarylCalfee.com