

# Jonathan DeLong

682.554.5000

jondelongone@gmail.com

<https://www.delong-design.com/>

## Experience

### **IMM**

Boulder, Colorado

October 2014 - November 2017

#### Senior Art Director

Digital and social lead, responsible for full-funnel campaigns across online ecosystem. Concepted and designed creative that delivered impressions through banners, interactive media units, social media channels and landing pages.

Client list: TracFone, StraightTalk, NET10, Roku, The Hershey Company, Sphero, White Castle and Famous Footwear.

Guest lecturer at University of Colorado Boulder, Concepting Campaigns class.

### **Javelin Marketing Group, Omnicom Group**

Dallas, Texas

July 2012 - September 2014

#### Senior Art Director

Concepted and art directed direct mail and e-mail campaigns for AT&T Small Business account.

Client list: AT&T Business Solutions, Sparkling Ice, Mars Flavia Drinks system and AT&T U-verse.

Awarded DFW AMA Marketer of the Year 2013-14 — Direct Mail.

### **TracyLocke, Omnicom Group**

Dallas, Texas

March 2010 - July 2012

#### Art Director

Notable work: T-Mobile's industry leading brand showcase on walmart.com, strategy and implementation of Family Mobile, designed hyper-local marketing campaigns, directed interactive web banners and developed retail videos.

Client list: T-Mobile, Downtown Dallas Inc., Pizza Hut and Cattle Baron's Ball.

### **ProPac Marketing**

Addison, Texas

May 2007 – March 2010

#### Art Director

Developed shopper marketing campaigns from in store displays to packaging and mobile tours.

Client list: Frito-Lay, PepsiCo, Walmart and Dr. Pepper Snapple Group.

### **USM&P, The Marketing Arm, Omnicom Group**

Dallas, Texas

February 2007 – July 2007

#### Marketing Field Consultant

Experiential lead for the AT&T U-Verse launch at the Dallas Auto Show, Texas Ranger games, Byron Nelson, Walmart and other Dallas area venues.

### **latitude, The Richards Group**

Dallas, Texas

July 2006 – December 2006

#### Intern Art Director

Responsible for production, layout design, and branding.

Client list: Red Lobster, FedEx Kinko's, Nature Sweet Tomatoes, Turi Vodka and Memorial Hermann Hospital.

## Education

### **University of North Texas**

Denton, Texas

December 2006

Major in Communication Design, Art Direction

Minor in Journalism, Advertising