

A Portland Designer, Creative Director and Mentor  
driven to expand the boundaries of marketing and design  
with daring collaborators.

## EXPERIENCE

### Advertising Age

Small Agency of the Year,  
Silver • 2016

Aramark  
Columbia Sportswear  
Conde Nast  
LinkedIn  
Nike Basketball, Jordan  
Brand, Global Football,  
Womens, Running, SB  
Sharp Solar  
Taco Bell

### Agency Vice President of Creative, Creative Director

March 2013–August 2016 • eROI, Inc.

- Recruited, managed, and mentored the Creative Team—growing the staff from three employees to 22 across Content, Design, Development, and IT in five years.
- Formalized the Content Team to permanently integrate content strategy and copywriting across agency. Successfully grew business to support five full-time writers and strategists in two years.
- Designed and executed company rebrand, including the agency office, website, and all collateral.
- Led concepting and pitches for all new and returning partners without Spec work.
- Taught New Media at the Oregon State University and guest lecturer at the Art Institute of Portland design program.

### Agency Art Director

March 2011–August 2013 • eROI, Inc.

- Successfully delivered all company contracts after a period of extremely high attrition, before I joined the team, with only a junior designer and two developers for all client accounts.
- Formalized a hiring committee to attract and hire a Creative Director and Senior Designer to restaff the creative agency.
- United and mentored the Creative Team, bringing design and development together as equal parties in the creative process. Integrated production and Quality Assurance across entire agency at all strata.
- Initiated partnership approach to client services aligning our work with our client's unique goals and audiences, working with Accounts and Strategy to implement this focus across Agency.

### Owner + Creative Director

2002–March 2011 • Haf Tohn Design

- Founded and managed small two person marketing studio to partner with small, local businesses activating and realizing their unique goals.
- Led the entire process from business development, concept, marketing and audience strategy, design, development or execution, and QA with on-the-ground support for my partners.

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## VOLUNTEER

### **Marketing + Brand Director**

January 2016–*present* • Emerging Leaders Internship program (ELI)  
elinterns.org

ELI is a new initiative with the Portland Leadership Foundation designed by Ben Sand, Ryan Buchanan, Adam Ristick, and myself to create opportunity and mentorships for diverse leaders in Portland. This is a volunteer position that allows me to better serve Portland and cause change in a very meaningful way through my passion of design, mentorship, and community.

- Designed the brand system and all collateral including the development of the website in three weeks to hit competitive 2016 internship cycle.
- Recruited over 200 student applicants and 70 interested company partners in two months to eventually place over 35 diverse leaders in new, paid internships.
- Mentored student interns to provide increased opportunity and support for our diverse leaders in relatively homogeneous environments.
- Established student and professional mentorships, an online community, and year-round content to amplify our reach and message maximizing opportunity and support for diverse leaders in Portland.

### **Marketing Strategies**

January 2016–*present* • Friends of the Children

### **Executive Forum**

January 2016–*present* • Entrepreneurs Organization

## EDUCATION

### **BS Fine Arts**

Western Oregon University, Monmouth

Bachelor of Science degree in Fine Arts with an emphasis in Graphic Design, Photography and Printmaking, a minor in Political Science.