

# Hank Trefethen

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# Dossier

## PRAISE

“His vision, and overall penache are astounding to behold, a terrific player on any team.”

**JOSH PETTY**  
CENTERS FOR DISEASE CONTROL

“A lot of drive, strong work ethic, and a unique appreciation for both design and business.”

**JENNIFER SUKIS**  
FROG

“@\*%\$#\*&!”

**MASON POE CD**  
IQ INTERACTIVE

“Yeeeeaaaauuhhh!!!!”

**JEFF JANK CD**  
STONES THROW RECORDS

“Extremely creative designer who considers the source or concept before touching mouse to pad.”

**BRETT PLAYER CD**  
PLAY/VTA

## CREATIVE

**Associate Art Director** VML@Young & Rubicam 2010

Digital communication concept and direction for:

- » THE HERSHEY COMPANY
- » MADISON SQUARE GARDENS
- » XEROX
- » LG ELECTRONICS

**Brand Czar** MailChimp 2009

Participated in deploying the Power To the People campaign which led to a 300% increase in usership

Maintained brand consistency across multiple outlets

**Principal** HAAANK 2004-2009

Creative strategy consultation and leadership

Clients (Partial):

- » STONES THROW RECORDS
- » THE NATURE CONSERVANCY
- » CLIFBAR & CO.
- » JAZZ AT LINCOLN CENTER

## LEADERSHIP

**Loan Officer** New Freedom Mortgage 2003

Managed marketing staff

Created new purchase and mortgage refinance packages for Unites States Veterans nationwide

**District Leader / Trainer** SLCS 2000-2002

Consulted multiple groups of organizational leadership

Managed multiple teams and over saw the training of new hires

Consistently produced top numbers in the highest producing region worldwide

**Proprietor** Deepshine Detail 1997-2000

Created and maintained a trusted brand

Maintained client relationships

Managed highly skilled staff

## SKILLS

### Analog

Creative Leadership  
Brand Strategy  
Digital Proficiency

### Digital

Current digital technologies and design applications

## EDUCATION

**Portfolio Center** Design and Art Direction 2009

Selected for ADC Interactive Review 2009.  
Featured In CMYK Magazine issue #41.

**Utah Valley University** Management 2006

## INTERESTS

