

Ed Galm

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Summary:

Visionary and dynamic Lead Creative with over 20 years of experience in art & creative direction, graphic design, branding, and visual design. Known for exceptional design and forward-thinking approach, consistently delivering outstanding results that elevate brands and engage audiences. Proven track record in driving brand recognition and delivering high ROI campaigns for high-profile clients. Excels in team leadership, cross-functional collaboration, and mentoring emerging talent.

Key Skills

Creative & Art Direction
Brand Development & Visual Design
Strategic & Digital Marketing
Project Management & UX/UI Design
Cross-Functional Collaboration

Copywriting & Storytelling
Mentoring & Leadership
Critical Thinking & Problem Solving
Time Management
Prompt Engineering

Professional Experience:

Independent Art & Creative Director | EdGalm.com

Hunt Valley, MD | 2009 – Present

- Creative and marketing strategies for global clients, significantly enhancing brand presence and customer engagement.
- Developed and optimized processes, establishing a strategic vision for diverse projects.

Key Clients: American Chemical Society, Insightin Health, Johns Hopkins University, Silverberg & Associates Inc, Kraft Foods, Waverly Brewing Company, Monster Technologies,

Senior Creative Lead | GKV Communications

Baltimore, MD | 2003 – 2009

- Led direct response campaigns and interactive projects, increasing brand recognition for BGE HOME by over 20%.
- Developed and executed dynamic advertising campaigns, increasing brand recognition and customer engagement.
- Initiated a creative mentorship program, enhancing team skills and professional development.

Key Clients: BGE HOME, Auntie Anne's, Ciena Corporation, Maryland Division of Tourism, MedStar Health, National Penn Bank, Staybridge Hotels, Crowne Plaza Hotels and Resorts, Puerto Rico Convention Bureau, InterContinental Hotels and Resorts, Maryland Transit Authority, L-3 Communications, Maryland Lottery.

Design Director | Diliberto Creative

Baltimore, MD | 2002 – 2003

- Led creative efforts in branding and identity design, interactive and UI design, digital illustration, broadcast, print, and direct marketing campaigns.
- Developed concepts for brands, delivering innovative solutions that elevated impact.

Key Clients: Best Western International, MBNA America Bank, Travel Industry Association of America, Harvard Medical School, Kraft Foods, The Baltimore Sun, Unilever, Planters Peanuts.

Senior Creative Lead | Havas Worldwide

Baltimore, MD | 1997 – 2002

- Key creative for Bermuda Tourism, instrumental in building the interactive department and developing a strategic interactive print-on-demand campaign.
- Designed and oversaw flash animation, digital illustration, direct response, and print design for brands nationwide.

Key Clients: Bermuda Department of Tourism, Bell Atlantic, Iridium, Marriott Senior Living, Bank One, First USA, B-Digital, Saab USA.

Education:

Bachelor's Degree

The Art Institutes | Philadelphia, PA

Continuing Studies

University of the Arts | Philadelphia, PA

Awards:

Gold and Silver Addy Award Winner
Graphic Design USA Award Winner
Webby Award Winner
International Web Award Winner

Best of Baltimore Ad Campaign
MAE Awards Winner
AAB "TRASHY" Award Winner

References:

Available upon request or visit <https://www.linkedin.com/in/egalm> for recommendations.

Achievements:

- **BGE HOME:** Increased brand recognition by over 20%.
- **Marriott Senior Living:** Boosted online traffic by 216%.
- **Maryland:** Produced a campaign with an ROI of \$20 for every \$1 spent.
- **Bermuda Tourism:** Created award-winning web and print-on-demand mail campaigns.
- **Johns Hopkins Alumni:** The campaign resulted in \$38M in donations.