

JOHN S. GOSSETT

770.530.4448

INTRODUCTION

I have been a **senior level creative** most of my career. I am comfortable meeting with external clients, internal department heads, and team members. I've had much success moving companies to the next level in their growth, both as an employee and as an asset to outside customers. My experience in all aspects of design, illustration, copywriting and photography is very broad. To say I've covered a lot of ground in my career is an understatement. I am a very hands-on problem solver and have the ability to get people inspired and excited about the work I do for them all while maintaining their budget and their corporate identity.

If your organization needs a **creative game changer**, it's time we meet.

EDUCATION

ARIZONA STATE UNIVERSITY

Industrial Design
Tempe, AZ

PALM BEACH JUNIOR COLLEGE

Advertising Design
Lake Worth, FL

SOFTWARE [Windows OS]

Adobe Illustrator	
Adobe Indesign	
Adobe Photoshop	
CorelDraw!	
MS Word	
MS Powerpoint	
MS Excel	
Sketchbook Pro	
Sketchup	

JOHN S. GOSSETT

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EMPLOYMENT

2019-PRESENT

CRATON, INC. · Creative Manager · Norcross, GA
Souvenir and merchandise license holder for the North American professional sports car racing series, IMSA, as well as the race courses Sebring, Road Atlanta, Mid-Ohio, and Lime Rock Park. Also manage The Grand Prix of St. Pete, The Grand Prix of Portland, as well as Wayne Taylor Racing, Riley Motorsports, VP Racing Fuels, among others.

2016-2019

GEARHEAD GRAPHICS, LLC · Owner/Partner · Cumming, GA
Vehicle graphics, commercial wrap and sign company.

2008-2016

MR. BAR-B-Q/BLUE RHINO · Creative Manager
Old Bethpage, NY/Winston-Salem, NC
After designing a new catalog as a freelancer, I was hired on to rebrand the company with multilingual packaging for its 1200 products. Turned the company into a premier global big-box brand leading to a huge increase in sales and the purchase of the company by Blue Rhino.

2005-2008

D&D YACHT MANAGEMENT · VP Marketing
Port St. Lucie, FL
Yacht Management startup responsible for all aspects of maintaining, cleaning, provisioning and captaining yachts.

WHO AM I?

Illustrator.	Draftsman.	Racing Enthusiast.
Branding Guru.	Name Creator.	Race Livery Designer.
Conceptual Artist.	Sign Designer.	Sticker Maker.
Catalog Designer.	Photo Manipulator.	Photo Stylist.
Layout Artist.	Logo Designer.	Print Purchaser.
Product Designer.	Watercolor Artist.	Corporate ID Enforcer.
Photographer.	Pencil Sketcher.	Packaging Designer.
Copy Writer.	Pen and Ink Drawer.	Design Team Manager.
Presentation Expert.	Adobe Limit Pusher.	Process Fixer.
T-Shirt Designer.	Typographer.	Problem Solver.
Vehicle Wrap Artist.	Marker Comper.	'Make It Pop' Afficiando.
Trade Show Booth Guy.	Motorsport Historian.	Creative Powerhouse.

CREATIVE GAME CHANGER