

William J. Elliott Jr. (Bill)  
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## Qualification Profile

Creative professional with 20 years experience designing, developing and maintaining successful marketing vehicles. Consistent deadline and budget management achieved through firm grasp of software, attention to detail, and effective problem solving by facilitating client and group brainstorming sessions. Excels at original, unique, and humorous solutions to all marketing opportunities.

- Detail-Oriented
- Deadline-Driven
- Team Building
- Conceptualizing
- Consulting
- Illustration

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## Software

- Adobe InDesign CS3
- Adobe Dreamweaver CS3
- Quark XPress
- Adobe Photoshop CS3
- Adobe Flash CS3
- Adobe Acrobat 9 Pro
- Adobe Illustrator CS3
- Adobe GoLive
- Microsoft Word, Powerpoint and Excel

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## Professional Experience

### Bill Elliott Creative / 2005-Present

Sole Proprietor/Graphic Designer/Illustrator  
Nashville, Tn. 37209  
[billelliottcreative.com](http://billelliottcreative.com)

Created highly successful illustrations, logos, and CD packaging for various clients and publications across the mid-south.

- Clients include *The Nashville Scene*, Solstice Construction, Lifepoint Hospitals, Inc., Sylvan Park Counseling, Women's National Book Association, Sculptor Scott Wise and recording artists Aaron Burdett and Josh Rouse.

### Ingram Book Company / 1994-2010

Graphic Designer/Illustrator  
Creative Services/Marketing Department  
LaVergne, Tn.

Designed and developed a variety of electronic and print advertising materials, channel branding, conceptualization and production of customer and company marketing campaigns. Successfully achieved through strong concept and execution, photography, illustration, team building, brainstorming and establishing collaborative client relationships.

- Lay-out and design of production oriented monthly, bi-monthly and semi-annual publications including channel marketing and publisher ads, editorial features and front covers.
- Undertook the company's "flag-ship" catalog (*The Advance Magazine*) in 2008. Front cover concepts, editorial and publisher ad designs and overall catalog production received consistent approval and accolades from upper management throughout the year for concept, execution and time-management.
- Designed and developed cross-channel company and customer marketing campaigns with direct-mail, web, trade and consumer catalogs, and poster and event signage; often utilizing illustration expertise.
- Developed through illustration and storyboard a successful and very popular character promoting enhanced company services to library customers resulting in a substantial increase in library sales.
- Brainstormed, consulted and partnered with design team member in developing and maintaining children's library services concept resulting in a major increase in sales. Concept was featured as booth signage in nationwide library conference in 2009.
- Concept and illustration of book bag for Book Expo America 2007 in New York. Noted by upper management as the "hit" of the trade show and credited for higher booth traffic and increased sales.
- Worked with print/production manager and print vendors maintaining high-quality standard for all printed marketing materials.



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### **Professional Experience *continued***

#### **State Industries Advertising Department / 1990 to 1994**

Graphic Designer/Illustrator

Ashland City, TN

Hired as an intern and transitioned into full-time position. Responsible for general graphic design production work and company related and personalized illustration.

- Lay-out and design of company manuals and spec sheets.
- Conceptual and company event related illustrations and greeting cards.
- Responsible for line shots and half-tones created with department stat camera.

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### **Education**

Austin Peay State University, Clarksville, Tn.

Bachelor of Fine Arts, Graphic Design

References and traditional portfolio available upon request.