



Michelle Farnum, Creative Director

Years of Experience

29

Education.

Paier College of Art
School of Visual Arts

Professional Affiliations.

Graphic Arts Guild
Numerous Awards: ADDYS, Andys,
Art Director's Club, Clio, Ceba, The
One Show

Currently serves on the Board of
Cavalier Rescue USA and has
experience serving on local boards as
well: Pawling Community Foundation,
Pawling Concert Series, Mizzentop
Day School.

Key Qualifications:

Michelle Farnum has worked as creative director and graphic designer for major advertisers for more than twenty five years. Much of this time was spent at Doyle Dane Bernbach, where she was Senior Vice President/Creative Director. Michelle set off on her own in 1994 to establish FarnumMorales. Her work is noteworthy both for its effectiveness and diversity. As a consultant at Young and Rubicam, Michelle worked on new business.

Experience:

Creative Director, Senior Vice President DDB/Needham: 18 years experience as art director for blue-chip clients such as American Airlines, Amtrak, Atari, Chanel, Clairol, Johnson & Johnson, IBM, GTE, Leukemia Society Worked closely with the client's marketing and top management, responsibilities would range from strategic development to execution. Includes all forms of media: Newspapers, magazine, television and radio. Consumer, business to business and new product development.

Projects Include:

New York State Energy Highway—outreach and communications NYPA, NYSERDA.

Dept of Transportation—outreach and communications for Federal Motor Carriers Safety Administration

National Horse Protection Coalition—all communications materials

Dutchess Economic Development Corp.—Web site design and development.

New Milford Hospital—Creating brand positioning, advertising, collateral, brochures, newsletters, outdoor, developing fund drive programs and outreach materials.

Palladia —Website, annual reports, newsletter, collateral and special projects.

Alliant Cooperative Data Solutions—Design and production of all materials

Arch Street Communications—Design and production of web sites, advertising, brochures, promotion pieces, newsletters, posters and graphics for Government accounts.