



TIM KLAASSEN

Associate Creative Director
Art Director - **taklaassen.com**

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in Tim Klaassen

📍 711 W. Brittany Dr
Arlington Heights, IL 60004

WORK EXPERIENCE

Associate Creative Director

Pinnacle Advertising | 2020 - Present

Lead a group of art directors and graphic artists with end goal of executing high quality print, digital, branding and video creative that meets and exceeds strategy, creative expectations, time-frame, and client budget. Integral part of agency leadership providing mentorship and career development with several promotions and new hires. Involved in all major new business pitches and new client campaigns. Work in line with internal IT department on all needs within creative and video production departments. Only 2-Time recipient of Pinnacle's Kick Ass of the Month Employee.

Senior Art Director

Pinnacle Advertising | 2014-2020

Worked directly under Creative Director. Responsible for design projects from initial concept to completion, including working directly with clients and vendors. I also art directed and managed projects handled by art directors and graphic artists, ensuring all work meets the client's expectations before completion. I'm skilled in print, web, and video. Proficient in all things Mac, testing latest software and hardware before implementation into creative department.

Art Director | Graphic Artist

Pinnacle Advertising | 2004-2014

Organization, file prep, and releasing files to print and video editors. Projects I work on included but weren't limited to: brochures, catalogs, annual reports, postcards, mailers, inserts, flyers, print ads, newsletters, logos, stationery, trade show booth graphics, web sites, web banner ads, and emails.

Graphic Artist

Industrial Marketplace | 2003-2004

Creation of advertisements and layout of monthly publication.

EDUCATION

B.S. Visual Communications

Illinois Institute of Art

Criminal Justice

Wichita State University