

Albert Ganss  
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Albert Ganss has contributed to successful agency and client partnerships in the pharmaceutical, hospitality, service, and non-profit marketing environments. Producing award-winning campaigns and branding components, Albert Ganss is a proven cross-media expert with impressive client relations and start to finish hands on capabilities. I am an accomplished designer, Illustrator and digital information specialist.

## Positions Held

Grow My Ideas, Owner, Charleston, SC. 2003 - 2015

### *Client/Brand List and Deliverables*

- **The Juice Joint:** e-commerce website, product label design
- **KellieLittle.com :** e-commerce website, product illustration
- **Local Choice Spirits:** Celebrity spirit branding, spirit label design, website
- **Company Voice:** Website development
- **Hospitality Insights:** Website design and development
- **The Pathway School:** Website design and development
- **International Hyperhidrosis Society:** Branding, \*Website, Print, e-Newsletter, ecommerce
- **Medisys Healthcare:** Branding, website
- **Diane Bishop Interiors:** website, newsletter
- **Gia Nichole Angel Foundation:** website
- **Advance Realty:** Magazine advertisements
- **Medevoke:** Branding website
- **Sweat Care Cener:** Branding, website design
- **Braunstein & Associate CPA:** Online program, website design
- **JJID General Contractors:** Website design and development
- **Cytogen:** Patient education illustrations for Caphosol brand used online /physician tear sheets
- **Ambien:** Rich media interactive web banner campaign design, production, management, implementation and media buying
- **Shuteye.com:** Non-branded website design for Ambien shuteye.com
- **Pfizer:** Clinical oncology CD
- **Zevalin:** Website design
- **Novel Hemophilia CME:** Web banner campaign design, production, management, implementation and media buying
- **Neulasta:** E-mail marketing campaign design
- **Allergan Inc:** Interactive online module for Botox injection physician education
- **Search Vision:** Online flash demo for new web search technology
- **Sodexho/ Merrill Lynch:** Production of nationwide, interactive food service program

Boyd Tamney Cross Marketing, Art Director Wayne PA. 2001-2003

### *Client/Brand List and Deliverables*

- **Certainfeed Corp:** Interactive website development
- **Greenbrier Resort:** Interactive websites, corporate PowerPoint templates, print collateral
- **Pilot Air freight:** Logo design, brochures
- **SEI Investments:** Corporate PowerPoint, capabilities brochure, website design
- **Reliance Standard:** Corporate sales brochure
- **Melrose Hotels:** Interactive micro-site for promotional giveaway
- **Goldman Standard:** Branding guidelines, fleet vehicle branding

Empire Group Advertising, Creative Director Fort Lauderdale FL. 1999-2000

### *Client/Brand List and Deliverables*

- **Vancomm Inc:** B2B print collateral program, website design, trade show booth
- **Paramount Advanced Wireless:** Branding, print journal advertisements
- **Baptist Dental Group:** Branding, print, trade advertisements

Deborah Heart and Lung Center Browns Mills NJ. 1992-1997

- Designer/ Medical Illustrator

## Contracted by these Agencies

- **Medical Broadcasting Company**
- **Mueller Wister**
- **Bodine Marketing Group**
- **A. Trice Photographic**
- **Group M Advertising**
- **Elsevier Inc.**
- **Chandler Chicco Public Relations**
- **Barnett International**
- **Zullo Associates**
- **SageFrog LLC**
- **Xavier Creative House**
- **Baseline Design NY**

## Education

- **Philadelphia College of Art: BFA Design & Illustration**
- **Kodak Center for Creative Studies**
- **Stratavision 3D modeling advanced workshop**
- **Macromedia Flash 2001 seminar**

## Tactical Offerings

- **Website:** Design and programming, Content Management Systems
- **Social network integration**
- **E newsletters**
- **Mobile website development**
- **Banner advertisements:** Flash, Html5
- **Power point**
- **Flash presentations:** Training and instructional
- **Digital Photo manipulation**
- **Illustration:** Traditional, digital, medical, technical
- **Branding**
- **Print Collateral**
- **Journal ads**
- **Annual reports**
- **Direct mail**

## Awards

2012 e-healthcare award best website design

2008 Golden Triangle Award (issued by the American Academy of Dermatology):

2007 Galaxy Awards (issued by MerComm, Inc.)

GOLD: "Teen Sweat 101" Brochures (Brochure-Consumer Education)

GOLD: "Teen Sweat 101" Campaign (Public Relations: Publicity)

2007 Astrid Awards

GOLD: IHHS Web site (Websites - Non-Profit Organizations)

GOLD: Know Sweat/Teen Sweat 101 Campaign (Campaigns - Targeted Marketing)

SILVER: Teen Sweat 101 Brochure (Brochures - Campaign)

BRONZE: IHHS Web site (Websites - Educational)

2006 SABRE Awards (issued by Holmes Group)

SILVER Finalist: Teen Sweat 101/Know Sweat! Campaign (Consumer Health)

2006 Mercury Awards

GRAND: "Teen Sweat 101" Brochure (Best of Brochures)

GOLD: "Teen Sweat 101" Brochure (Brochures: Consumer Awareness)

Honors: "Teen Sweat 101" Brochure (Brochures: Non-Profit Organization)

2005 Galaxy Awards

BRONZE: "Know Sweat!" Campaign Press Kit (Press Kit)