



Experience

Creative Director

Patrick Hornung Creative

East Aurora, New York | June 2020 – Present

- › Develop creative campaigns that drive engagement, elevate brand identity, and enhance visual storytelling for clients including: West Herr Auto Group, Roswell Park Cancer Institute, ACV, Goldberg Segalla, Lippes Mathias, ETS and Neighborhood Health Center.
- › Partner with leading advertising agencies including Farm, Fourth Idea, Riveter Design, Front Porch, Trysail Strategies, Account-One, Incept, Tempest, and Fuse Ideas. Delivering high-impact creative solutions under tight deadlines while maintaining exceptional quality and innovation.

Experience Highlight

Created the 'Leave 340B' advocacy campaign for a coalition of WNY Community Health Centers. Through grassroots efforts, the campaign gained traction, reaching Governor Hochul and influenced Albany decision-makers to advocate against the 340B carve-out in support of healthcare equity. [View the campaign >](#)

Creative Supervisor

Mower

Buffalo, New York | April 2017 – June 2020

- › Led a dynamic creative team in developing innovative marketing campaigns and strategies, overseeing all aspects from concept to execution for clients including: Ford, Blue Cross Blue Shield, KeyBank, National Fuel, Regeneron, Rich Products, Explore & More, National Grid and others.
- › Managed client relationships, ensuring alignment with brand objectives and maintaining high standards of creative excellence.
- › Secured new business by creating inspiring concepts and creative solutions, delivering impactful presentations to C-suite executives and key decision-makers.

Experience Highlight

Directed the creative rebranding of Explore & More Children's Museum, a \$29 million dollar new facility, helping define its mission and contributing to record-breaking attendance, with an estimated 250,000 visitors in its first year. [View the rebrand >](#)

Senior Art Director

Eric Mower + Associates

Buffalo, New York | July 2015 – April 2017

- › Helped turn ideas into compelling concepts that connected with audiences and reinforced brand messaging for clients including: Ford, Blue Cross Blue Shield, Keybank, National Fuel, Labatt USA, Mattel, Health Now, Hospice, Watkins Glen, and others.
- › Worked closely with external clients and internal teams to fine-tune creative strategies, ensuring every project aligned with both visual and strategic goals.
- › Kept projects running smoothly from start to finish, balancing quality, timelines, and creative direction to deliver results that exceeded expectations.

Experience Highlight

Helped develop the voice and personality for The Labatt Bear, crafting content that resonated with millennials. This engaging content played a key role in growing Labatt's social following, driving increased engagement and strengthening the brand's connection with its target audience. [View the content >](#)



Experience (cont.)

Art Director

Cenergy

East Aurora, New York | May 2010 – April 2015

- › Developed creative solutions across multiple platforms, focusing on sports and entertainment, including experiential marketing and traditional advertising for clients such as AT&T, ESPN, Disney, Upstate Farms, Zippo, Delaware North, MLB Network, NHL Network, Pittsburgh Penguins, Toronto Blue Jays, Cleveland Cavaliers, Buffalo Bills, and more.
- › Provided strategic art direction, creating compelling concepts and designs that aligned with business objectives and audience engagement goals, while managing designers, freelancers, and vendors to ensure seamless execution and high-quality output.

Experience Highlight

Helped develop the concept and creative execution of the NHL Network Virtual Stanley Cup Tour, spanning 12 cities and 38 events. Captured over 7,000 photos with a 48% retrieval rate, fueling fan engagement and generating more than 27 million social media impressions to amplify the tour's reach. [View the event ›](#)

Select Clients

Automotive

- › ACV
- › Delacy Ford
- › Ford
- › West Herr Automotive Group

Building & Construction

- › Georgia-Pacific
- › Marrano Homes
- › Uniland Development

Consumer Packaged Goods

- › Elmhurst
- › Fisher-Price
- › Labatt USA
- › Mattel
- › Richs
- › Upstate Farms
- › Zippo

Education

- › Buffalo Diocese of Catholic Schools
- › University at Buffalo

Finance

- › First Niagara
- › HSBC
- › KeyBank
- › Truist Bank

Healthcare

- › BCBS of WNY
- › Evergreen Health
- › Health Now
- › Hospice Buffalo
- › Mass Advantage
- › Regeneron
- › Roswell Park
- › Neighborhood Health Center

Legal

- › Goldberg Segalla
- › Lippes Mathias

Social Activism

- › Leave 340B
- › RWC for 340B Access
- › Starbucks United Workers
- › United Keetoowah Band of Cherokee Indians
- › WNY Scout Council

Sports & Entertainment

- › AT&T
- › Buffalo Bills
- › Cleveland Cavaliers
- › Colorado Avalanche
- › Delaware North
- › Disney

› ESPN

- › MLB Network
- › NFL Network
- › NHL Network

Travel & Tourism

- › Aquarium of Niagara
- › Cabarrus County
- › Dutchess County
- › Explore & More
- › National Comedy Center
- › Niagara Falls, USA
- › One West Tourism Alliance
- › Warren County
- › Westchester County

Utilities

- › National Fuel
- › National Grid

Skills

Strategic problem-solving, confident leadership, creative innovation, clear communication, seamless collaboration, precision in execution, and adaptability under pressure.

Specialties

Concept-driven, design-forward expertise across print and digital supporting agencies, in-house teams, and independent brands. **Creative Direction:** Leading the vision from concept to execution. **Brand Identity:** Logos, visual systems, brand guidelines. **Graphic Design:** Campaigns, collateral, packaging, signage. **Art Direction:** Photoshoots, illustration, and content styling. **Digital Design:** Web graphics, social content, presentation design. **Consulting:** Brand audits, visual strategy, creative partnerships.

Education

BFA Graphic Design (May 2004)

State University of New York at Fredonia
Fredonia, New York