

PETER ABERG

Comprehensive
Creative Management

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PROFILE

Creative Manager offering close to five years of multi-billion dollar, global manufacturing, retail and ecommerce progressive experience with a proven track record of managing social, digital and print media projects from initial concept through completion.

Driven by strategy, concept, creative vision and the development of exceptional creative. Skilled at cultivating relationships with professionals of diverse levels and armed with leadership, problem solving, system development, and art direction competencies.

EDUCATION

Art Institute of Tampa '15
BFA in Graphic Design

Franklin & Marshall College '04
BA in Business Administration

SKILLS

Creative Project Management
Graphic Design & Art Direction
Servant Leadership
Asset Organization Systems
Cross-functional Collaboration
Account/Vendor Relationships
Adobe Creative Suite
Project Management Software
MS Office Suite

EXPERIENCE

Ashley Furniture Industries, Inc.

Senior Creative Account Services Manager '18–present

- Promoted to manage the Creative Department's projects and processes, collaborating with multiple cross functional departments to deliver creative. Supports a team of creative professionals in the development and trafficking of from 10 to 25 projects at a time, ranging from multi-channel promotional campaigns to brand development, to deliver high quality, market-driven product on time, every time. Projects encompass leading 15 professionals, a marketing budget of over one hundred million dollars and over 60 pieces of creative collateral per job.
- Sets department up for success by managing client expectations, project timing, and direction; communicates in a way that simplifies complexity for the team.
- Project manages global campaigns, from beginning to end; keeping clients updated, engaging leadership as necessary, and capturing client feedback in timely, written form to maintain momentum toward deliverables.
- Internal clients include: Brand, Marketing, Merchandising, Amazon.com, JCPenney.com, Outlet AHS, Interior/Exterior Design, Las Vegas Market Team, and more.
- Maintains monthly communications regarding all available in-store way finding, instructional, and informational POP; including support on how to print and install.
- Supports all business channels with teaching materials, presentations, and signage for bi-yearly, global furniture conference in Las Vegas.
- Improved brand consistency and licensee store self-sufficiency by partnering to pioneer AshleyHUB—a streamlined channel for providing customizable marketing assets.
- Primary contact for major vendors supplying print resources to stores around the world.

Creative Account Services Manager '17–'18

- Founding member of creative account services team that defined processes to increase the effectiveness of graphic designers, copywriters, and video production.
- Organized and delivered hundreds of print, digital, working and video/audio assets to over 900 corporate and licensee stores, external online retailers, and internal departments.
- Streamlined the input, development, review, approval, and output processes of hundreds of simultaneous creative projects by implementing cross-organizational project management software.
- Co-developed inspirational and informative creative with Nat'l Online Retail Accounts team to successfully achieve year-over-year, triple-digit sales growth on Amazon.com.
- Supported development of outdoor furniture catalog by managing communication between printers, photography, CGI, design and key stakeholders.
- Helped manage RFP processes for multiple vendors including gathering quotes, reporting data, etc.
- Oversaw and approved all exterior signage and ensure compliance standards for Ashley's retail stores by partnering with sign vendors around the globe.

Graphic Designer/Account Specialist '15–'17

- Strategically re-designed, managed, and helped implement substantial in-store signage package for global retailer achieving better guest communication and reducing operational costs by hundreds of thousands of dollars per year.
- Lead the creative re-branding for the WingHouse chain of restaurants and served as project manager for account.
- Created custom digital and print materials for a wide range of marketing projects including brand, promotional work, and internal communications.
- Developed grand opening toolkit for stores to implement for brand consistency during growth of retail footprint from roughly 600 to over 900 stores.