

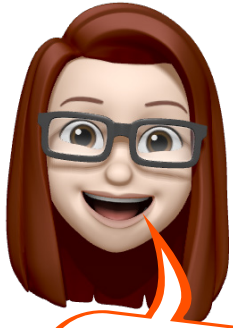


BUCKI@BUCKIROGERS.COM

PORTFOLIO →



BUCKIROGERS.COM



# BUCKI ROGERS

ATLANTA, GA

"I'm passionate about the role brands play in design, & their ability to drive business growth"



50% CREATIVE GRAPHIC DESIGN DIGITAL DESIGN BRANDING  
50% STRATEGIC ANALYTICAL MARKETING RESEARCH

As a brand-focused creative director, art director and designer of 25 years, I have an extensive background in creating and overseeing medium to large branding projects as-well-as defining multi-discipline campaigns from concept to completion.

- Drive design and brand strategy through print, digital media, broadcast and customer experience for multiple nationwide industries.
- Foster a creative environment that inspires innovative ideas and delivers core brand attributes.
- Architect innovative designs and align clients to integrate multiple brands and maximize their portfolio value.

214 538 5038

## CREATIVE DIRECTOR | BRAND STRATEGIST



### LOCATION



### APPLICATION SOFTWARE

PRIMARY APPS SECONDARY APPS



### CAREER TRACK

<b>X-CALIBER CAPITAL HOLDINGS LLC</b> (Companies represented under X-Caliber umbrella: CastleGreen Finance, X-Caliber Rural Capital, X-Caliber Capital Advisors, Rural Capital Solutions)	Director, Creative Services	3.0 Yrs
<b>BUCKI ROGERS DESIGN</b>	Chief Creative Officer/Brand Strategist	8.0 Yrs
<b>INSTITUTION SOLUTIONS</b>	Director of Creative & Marketing	4.0 Yrs
<b>DALLAS CUP, INC.</b>	Director of Creative & Marketing	4.0 Yrs
<b>THE BEAIRD AGENCY</b>	Creative Director	6.0 Yrs
<b>KEARLEY &amp; CO.</b>	Creative Director	2.5 Yrs
<b>QUALEX, INC.</b>	Group Creative Director	3.0 Yrs
<b>LEVENSON &amp; HILL AGENCY</b>	Art Director	2.0 Yrs



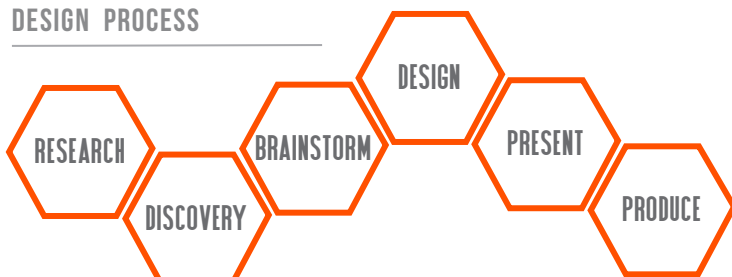
75% DIGITAL 25% NON-DIGITAL

### INDUSTRY EXPERIENCE

ADVERTISING  
BEER, WINE & LIQUOR  
CREDIT UNIONS  
EDUCATION  
FINANCE/INSURANCE  
FOOD & BEVERAGE  
HOME BUILDERS  
HOSPITALITY  
NON-PROFITS  
PRINT & PUBLISHING  
REAL ESTATE  
REAL ESTATE INVESTMENT  
RESTAURANT  
RETAIL  
SPORTS  
WINERIES

As a graphic designer, I believe the design process is very important. By starting with sketching, drawing & prototyping, I find that ideas are sometimes captured easiest outside the computer.

### DESIGN PROCESS



### CHARACTERISTICS OF MY SUCCESSES

PASSION

ENTREPRENEURIAL SPIRIT

DRIVE FOR IMPACT

CHANGE AGENT

DECISION MAKER

INSPIRATIONAL LEADER

S U C C E S S I S B U I L T O F F S M A L L T H I N G S .

### DOWN TIME

