

RESUME



Tom Palmer -

art director / photographer
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SEEKING CREATIVE ADVERTISING OPPORTUNITIES

At present, I am seeking opportunities to create print and internet-based marketing communications for the following subjects:

TOURIST DESTINATIONS - TRAVEL GOODS & SERVICES
LODGING - TRANSPORTATION SERVICES
RECREATIONAL VEHICLES - GOODS FOR OUTDOOR ACTIVITIES
REAL ESTATE - BUILDING MATERIALS & SERVICES
HOME FURNISHINGS - HOUSEHOLD OBJECTS

CAREER OVERVIEW - 2003 - PRESENT

Since July 2003, I have been involved in photographing homes across the United States. The images I capture are incorporated into brochures, videos and websites for new home builders and remodeling companies. While on location, I often take advertising pictures for

building subcontractors, fixture showrooms, retail establishments, commercial properties and hotels. My trips cover 100,000 miles and have taken me to visit 88 builders in 23 states. Recently I have expanded into virtual home tours for realtors and have documented remodeling projects for Home Depot Home Services.

CAREER OVERVIEW - 1991 - 2003

In February of 1991 I entered the "interactive" phase of my career when I took a position with the developer of a multimedia fax kiosk. My primary function (among many) was to help develop an electronic library of documents for sale. Following this, I spent nearly a year touring America, attending conventions and seminars relating to multimedia. Returning to Chicago, I started a small business that created interactive

computer presentations on floppy discs. Taking note of my work, advertising giant DDB Needham hired me as part of a 3-person team to develop their interactive advertising department. Afterward, agency J. Walter Thompson coaxed me into becoming their on-call website planner and interface designer. Unable to bear the cold Chicago weather, I moved to sunny La Jolla and continued work for JWT from afar. While there, I designed websites for various San Diego businesses.

CAREER OVERVIEW - 1984 - 1991

March 1984 marked the point where I started to work for advertising agencies as a print-based Art Director. At these institutions, I was asked to create magazine ads, brochures, direct mail kits, posters, packaging and logos. In the process, I supervised numerous photographers and illustrators, who produced images for my projects. At Barkley & Evergreen, I handled 14 accounts, half of which were automotive aftermarket. My next agency

job was short-lived due to the loss of a major client. Desiring to work in a bigger market, I left Kansas City and was taken on by a Chicago firm that specialized in medical advertising. I then moved to an agency that promoted agricultural goods. Here, I did quite a bit of work for farm and animal-health related products. This agency first exposed me computer desktop publishing. Leaving the John Volk Co., I continued doing desktop publishing as a freelancer for an extended period.

CAREER OVERVIEW - 1979 - 1984

Following college, I began my career doing traditional graphic production work for a small printer in my home town. Moving to Kansas City, I spent a number of years

as a freelance Graphic Designer, developing marketing materials for local businesses. Here, I participated heavily in KC's advertising clubs. On several occasions, I designed the musical soundtracks for award presentation dinners.

EDUCATION - 1970 - 1979

In my Sophomore year of High School, I learned how to use a 35mm camera and was shown how to work in a darkroom. For the next two years, I was the school's yearbook photographer. In Junior College I continued

to produce images for the yearbook and took several photography courses. At the same time, I took classes in electronic music at a nearby State College. Attending the University of Kansas, my focus deviated into graphic design, where I stayed and received a BFA.

PERSONAL INTERESTS

I have always had an interest in taking photos, from the day my parents first placed a small plastic Kodak Instamatic in my hand. Since then I have continually clicked the shutter using print film, slides, Polaroids, video and digital. -- I likewise have a great love of playing music. In school, I played the trumpet and french horn. Falling in love with electronic keyboard instruments, I acquired various synthesizers, including

a top-of-the-line Moog modular system. -- My third area is a fondness for ground travel and urban exploration. I adore driving for thousands of miles at a time and for taking extended trips on Amtrak. I tend to document everything along the way, which is now in the process of being displaying on the Internet. When visiting a small town or large city, I peek into every corner I can and take note of the contents. To see what I have found, visit my website at: www.fantasticplaces.com

WORK HISTORY HIGHLIGHTS



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PERSONAL REFERENCES

C.J. REYNOLDS - (*Dir. of Education, Silliker Laboratories*)
(310) 980-9341 (cell) -- sterling_cv@yahoo.com
DICK & CHRISTY TRUXAW - (*Illustrator / Graphic Production*)
(913) 338-4224 (home) -- dick@truxawcreative.com
NEIL TOBIN - (*Advertising Copywriter*)
(708) 852-9873 (cell) -- neiltobin@hotmail.com
REV. MARK BRADEN - (*Presbyterian Minister*)
(913) 432-9280 (home) -- rev.braden@sbcglobal.net

ADDITIONAL
NAMES
AVAILABLE
UPON
REQUEST

JUN 03 - PRESENT	Real Estate & Location Photography PALMER PHOTOGRAPHY (<i>88 builders in 32 states, including Alaska</i>) see: www.fantasticplaces.com/houses	Tampa, FL / Kansas City, KS
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NOV 97 - MAY 03	Interactive Design & Publishing PALMER INFOMEDIA (<i>clients: J. Walter Thompson clients / small corporations</i>) PALMER'S GUIDES (<i>projects: specialty websites & CD-ROMs</i>)	La Jolla, CA / Kansas City, KS
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FEB 93 - OCT 97	Multimedia Development / Web Design J. WALTER THOMPSON (<i>accounts: Heinz Pet Foods / Oscar Mayer / Kraft</i>) DDB NEEDHAM (<i>accounts: top national advertisers, plus new business pitches</i>) BIT BY BIT COMMUNICATIONS (<i>function: co-owner of start-up company</i>)	Chicago, IL
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APR 92 - JAN 93	Travel & Research CONVENTIONS (<i>attended: Comdex, CES, MacWorld, Booksellers, Tele-Strategies</i>) EXPLORE & PHOTOGRAPH USA (<i>visited: cities & landmarks in 35 states</i>)	Austin, TX / USA
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FEB 91 - MAR 92	New Product Development TOUCHFAX INFORMATION SYSTEMS (<i>project: fax-on-demand systems & kiosks</i>)	Kansas City, KS
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FEB 86 - FEB 90	Advertising Art Direction JOHN VOLK COMPANY (<i>accounts: agricultural, animal health & pet products</i>) HAMILTON CARVER & LEE (<i>accounts: medical & pharmaceutical products</i>)	Chicago, IL
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MAR 84 - JUL 85	Advertising Art Direction HARMON TRUE PRUITT (<i>accounts: local & regional clients</i>) BARKLEY & EVERGREEN (<i>accounts: automotive aftermarket / soccer team</i>)	Kansas City, KS
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JUN 79 - FEB 84	Graphic Design FREELANCE (<i>clients: theme park / Hallmark / typesetters / radio station</i>) SEKAN PRINTING (<i>ads, brochures & logo designs / print production</i>)	Kansas City, KS / Ft. Scott, KS
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AUG 73 - DEC 78	Education UNIVERSITY OF KANSAS (<i>degree earned: BFA graphic design</i>) FORT SCOTT COMMUNITY COLLEGE (<i>degree earned: AA photography / music</i>)	Lawrence, KS / Ft. Scott, KS
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TECHNICAL INFORMATION I am proficient in the use of **Canon** 35mm digital cameras, Apple **MacIntosh** computers, Adobe **PhotoShop** software and standard **HTML** web programming.