

Sean Ward

321 Cambridge Grove Circle | Alvaton, KY 42122 | (270) 535-2212 | sean@ddesign-adv.com

Education

Western Kentucky University

1990
2010

Bachelor of Arts – *Advertising / Sociology*
Master of Arts – *Communication (Magna Cum Laude)*

Experience

1993 – Present

Digital Design Advertising, LLC

President & CEO

Founded Digital Design Advertising to deliver integrated state-of-the-art graphic design and printing, marketing deliverables, brand management, and marketing workflow solutions for clients like: Integra Bank, Fruit of the Loom, Camping World, The National Corvette Museum, The New York City Marathon and Western Kentucky University.

AWARDS

2005 – American Graphic Design Award – GOLD Award
Camping World RV View
Direct Mail

Present

WKU Communication, Advertising & Public Relations

Adjunct Faculty (1999 – 2009 & 2017-present)

Teach introduction to the advertising industry standard software to edit photos, create logos/branding packages, illustrations, layout and design techniques for print, web and interactive media. Also teach Communication Foundations classes focusing on major theories of the Communication discipline. It allows you to understanding and the application of theoretical frameworks that guide communication research. Through this course, students learn to think and write critically, using their knowledge of Communication theory to analyze and interpret a variety of communication practices.

AWARDS

2003 – Advertising Practitioner of the Year
2002 – WKU SJ&B Part-time Faculty of the Year Nominee
2017 - WKU Communication Part-time Faculty of the Year Nominee

2009 – 2017

Western Kentucky University

Director of Marketing & Communications / Publisher WKU SPIRIT

Manage and direct all marketing/branding for the Division of Development and Alumni Relations at WKU. Including capital campaigns, fundraising and magazine production. Execute a wide variety of creative details that involve email broadcast campaigns, programs and events, direct mail, customer communications, advertisements, promotions, and other marketing initiatives. Write and revise communication plans and strategic documents while ensuring professional quality. Coordinate all electronic marketing efforts through website, email and social media.

Presenter

2016 – CASE - Kentucky (Council for Advancement in Support of Education)
Alumni Center: A Place to Call Home
2016 – CASE – District 3 (Council for Advancement in Support of Education)
Make-A-Gift: Don't Make it Hard!
2015 – TRAC (Tennessee Advancement Resource Council)
Alumni Center: A Place to Call Home
2010 – CAMMP (Council for Alumni Marketing and Membership Professionals)
Direct Mail: Mailing everyone is not a direct mail strategy

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- 2001 – 2004 **Experience Media Corporation**
Co-Founder & Publisher EXPERIENCE MAGAZINE
Co-founded and published quarterly outdoor recreation magazines,
focusing on human-powered recreation sports at Kentucky State Parks.
- 1991 – 1993 **Camping World, Inc.**
Senior Marketing Designer
Responsible for the layout & production of over 1,700 catalog pages
annually.

Technology Experience

- 2016 **Google**
Analytics Academy
- 1988 – Present **Apple – Macintosh Computer Systems**
Adobe Creative Cloud
- 1993 – Present **Print – Sheet-feed, web and digital Printing**
Color & Electronic Pre-Press Expert

Publication Work Experience / Awards

- 2005 – 2016 **Western Kentucky University Alumni Association**
WKU Spirit Magazine
Art Direction – Layout & Production
AWARDS
2016 – CASE Kentucky GRAND Award
2005 – American Graphic Design GOLD Award
Western Kentucky University
Magazine Publication
- 2015 – 2016 **Western Kentucky University Alumni Association**
iModules Sizzler User Conference Social Media Challenge
AWARDS - *(competed against 64 other Universities)*
2016 – Tailgate Drink Social Media Challenge Winner
2016 – Tailgate Dessert Social Media Challenge Winner
2015 – Bracket Challenge Social Media Champion
2015 – Conference most Twitter re-tweets
- 2010 **Western Kentucky University Communication Department**
Kentucky Communication Association (KCA)
National Communication Association (NCA)
Focusing the Lens: Building Internationalization on Campus
AWARDS
2010 – KCA Best Graduate Paper
2010 – NCA Conference (*Chicago*) Poster Participant

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Publication Work Experience / Awards - *Continued*

- 2001 – 2004 **Experience Media Corporation** – Co-Founder & Publisher
Experience Outdoors[®] Magazine
Art Direction – Layout & Production – Administration
AWARDS
2003 – North American Travel Journalist Association
First Place
Destination Travel: Best Domestic Magazine
2004 – North American Travel Journalist Association
First Place
Destination Travel: Best Domestic Magazine
2004 – North American Travel Journalist Association
First Place
Sports in Conjunction with Travel
- 2001 – 2003 **Logan County Telephone Cooperative**
Annual Report
Art Direction – Layout & Production
AWARDS
2002 – National Telecommunications Cooperative Association
Second Place
Annual Report
- 1999 – 2003 **Bowling Green Area Chamber of Commerce**
Membership Directory
Art Direction – Layout & Production
AWARDS
1999 – American Economic Development Council
Superior
Promotional Materials: Membership Directory

Organizations

- 2015 – Present BGHS Soccer Booster Board Member
- 2016 iModules User Advisory Board
- 2011 – 2013 BRAVO – Club Volleyball Webmaster
- 2008 – 2013 BGHS Volleyball Booster Board Member
- 2004 – 2008 Southern Kentucky Soccer Association
Board of Directors
- 2004 – 2008 United Way of Southern Kentucky
Marketing Committee
- 2001 Bowling Green Area Chamber of Commerce
Chairman Entrepreneurship Committee
- 1999 Bowling Green Area Chamber of Commerce
Leadership Bowling Green Graduate