



Sharon Gundrum / gumdropcreative.com
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757.903.6166

Key Qualifications

Creativity Chaser. Over twenty years of art direction, illustration and graphic design experience.

Work Experience

Illustrator, Designer, Photographer

[Gumdrop Creative](#)

Freelance graphic design and illustration

February 2017 - present

Chief Creative Officer

[Tripbound](#)

[Vacation Management Services](#)

September 2013 - February 2017

Co-founder and lead officer for creative and marketing efforts of sister travel related businesses. Lead ground up development of the brand, including but not limited to creative and marketing initiatives, website(s) planning, design and content management, traffic growth, and advertising. Continued customer acquisition and maintenance, social media evolution, blog and copywriting, art direction of any print and photo, and video shoots, customer sourcing direct mail, email campaigns, print and web advertising, any outreach and public relations for the two sister companies.

On the inventory side of the business, lead customer rental inventory acquisition and touched every part of the life cycle of that inventory, from the inventory owner relationship maintenance through the advertising and rental of the property by the travel customer.

Associate Director, Operational Excellence

[Resort Corporate Offices](#)

January 3, 2012- September 15, 2013

Responsible for leading the overall company creative vision and assisting the Operations Director in managing day-to-day operations of six company affiliates which provided services to timeshare owners.

Creative Director

[Resort Corporate Offices](#)

September 15, 2010- January 2, 2012

Responsible for all creative work for six companies, and overseeing and support of web development. Also to identify and manage advertising needs and opportunities, participate in the development of Marketing plans/initiatives in coordination with the Director of Operations. Responsible for content, production and distribution of all marketing and publicity materials. Oversee and execute brand and marketing communications across all of travel brands. Create effective visual branding and execution of brand messaging in the development of marketing and print collateral. Manage company e-newsletters, email marketing and freelancers

Lead Creative

[SMcKenna Studio](#)

August 2004-August 2009

Studio supplying Graphic Design, Website Design, Identity Design, Illustration, Design Consulting. Designed and assisted in website implementation of three top tier, highly trafficked Hampton Roads restaurants: Fat Canary, The Cheese Shop, and The Trellis, among others. Creative partner to software development company. Team environment incorporating consulting, web design, graphic design, identity, branding, and CMS training. Close working relationship with lead developer, head information architect and various programmers and project managers.



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Work Experience Continued

Art Director

[Grafica Group](#)

August 2001-May 2004

Art Director and Designer for print and interactive advertising agency. Design, brainstorming and ideation, managing freelancers, creative support for accounts and new business ventures, and management of workflow through the creative department. Successful project management and creative support of the New Jersey Lottery account. Outdoor advertising, in-store display, print editorial advertising, direct mail, identity programs for new games, brand positioning, photo shoots, TV commercials, web banners, website design, emails, etc. Art direction and graphic design for agency clients including Horizon BCBSNJ, NJ Department of Law and Public Safety, Cathedral Health Care Systems, St. Bernards, Inventa, etc.

Professor of Graphic Design

[Savannah College of Art and Design](#)

September 2004 - November 2010

In class and online teaching. Intro to Graphic Design – Course combines studio work w/academic instruction. Fundamental components of design are incorporated with problem definition to provide students with experience in the ideation, execution and presentation process Vector & Raster Graphics, Studio 1, Studio 2, History of Graphic Design, Foundations level 2D design

Illustrator and Author

Good Morning Sunshine, A Grandpa Story, Red Cygnet Press, 2006

Education

MFA 5/01 Graphic Design, Rochester Institute of Technology

College of Imaging Arts and Sciences, School of Design, Department of Graphic Design, Rochester, New York

BFA 5/96 Illustration School of Visual Arts, New York, NY



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Publications

Title: What's the Point

Nov 1, 2016 Timesharing Today

Timesharing Today is a consumer pointed timeshare magazine that explores vacation (timeshare) ownership, and the benefits and pitfalls associated with it. My article, titled "What's the point" discusses how unused timeshare points can make or break vacation ownership.

[See publication What's the Point](#)

Title: 10Best Reasons Why You Should Plan A Family Vacation To Mexico

May 12, 2015 USA Today 10Best

If you're looking for a great destination for a trip with little ones in tow, consider tropical Mexico. Here are our top 10 reasons why it Mexico is the ideal getaway for a family on the go.

[10Best: Reasons Why You Should Plan A Family Vacation To Mexico](#)

10Best: Things to know about drinking the water in Mexico

Oct 24, 2014 USA Today 10Best

Knowing fact from fiction keeps you feeling good.

[10Best: Things to know about drinking the water in Mexico](#)

10Best: Travel Problems Solved by a Vacation Rental

Aug 11, 2014 USA Today 10Best

If you're tired of living out of your suitcase, or feeling cramped in a hotel room, a vacation rental might be calling your name. Vacation rental homes, cabins and cottages offer a multitude of amenities and luxuries that you won't find in a hotel room - solving many problems you might encounter while traveling.

[10best: Travel Problems Solved by a Vacation Rental](#)

Children's Book

Good Morning Sunshine, A Grandpa Story, Red Cygnet Press, 2006

[Amazon](#)