



## David A. Wagner

**Bachelor of Arts:** Mass Communications  
University of Tennessee at Chattanooga

*Portfolio available @ [wagnercre8ive.com](http://wagnercre8ive.com)*

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### QUALIFICATION SUMMARY

Strong organizational skills developed over two decades of advertising experience.  
Proven time-management skills required for high-stress positions. Exceptional problem-solver.

Exceptional abilities in Adobe, Microsoft, MacroMedia suites as well as other standard applications, hardware such as scanners and related software. I am adept in the Windows and Mac computing environments.

### PROFESSIONAL EXPERIENCE

**Williams Company** 2008 - 2009 Business Growth Strategist  
*Print & Web Marketing Consultation & Sales*

**Kaizen Design/Wagner Creative** 1994 - present Owner  
*Freelance advertising; print & web. POS, identity, Newspaper/Magazine; Multi-year seasonal clients.*

**the Wood Group** 2004 Art Director  
*Packaging & Collateral design agency. Loss of Brock/Brach Candy meant last hired was first to go.*

**CIGNA HealthCare** 2001 - 2004 Health Data Analyst  
*Responsible for analyzing client request and structure reporting components accordingly. Resolve data integrity issues.*  
Migration Specialist  
*Resolved data integrity issues, completed timely reporting, determined logical structure decisions for integrated customer reporting. Worked with Underwriters and Client Managers to ensure proper structure and mapping decisions. Consistently and successfully processed highest team caseload. Increased on demand. Served as a resource on several committees within project team to devise caseload efficiency & productivity metrics, bonus structures and budget. Served on the Diversity Council, the Fun Committee and as an Emergency Proctor. Created "Mystery Day" team-building exercise which bettered morale and improved departmental communication. Technical resource for computer functions.*

Underwriting Analyst  
*Initially served as Underwriting Analyst through January 2002 settlement rush. Exceeded caseload objectives for settled accounts. Established assignment spreadsheet with details that made equitable case distribution easier for UA manager.*

**Remington Industries** 2000 - 2001 Creative Director  
*Aftermarket auto piece importer/marketer; POS, packaging, identity, Magazine advertising, vendor negotiation, process planning (established Creative department, determined processes). 9/11 impacted imports immediately as company was entering refinancing; department changed from FT Creative Director to PT intern.*

**Miller-Reid, Inc.** 1996 - 1998 Art Director  
*Full-service advertising agency; POS, packaging, identity, Newspaper/Magazine advertising, web, broadcast.*

**Corporate Relations, Inc.** 1993 - 1996 Art Director  
*Boutique advertising/PR agency; newsletters, brochures, identity.*

### PERSONAL EXPERIENCE

**Youth Sports Coaching** 2004 - present  
*Baseball (Assistant, Co-Head), Basketball (Assistant), Flag Football (Assistant, Head, Commissioner), Tackle Football (Assistant). Best Seasons: 3 First Place regular seasons, 1 Undefeated; 4 Second Place Tourney finishes (baseball); Undefeated Champions, 3 Second place finishes (Flag Football).*

**Sports Announcing** 2005 - present  
*Baseball (Signal Mtn. Home Run Derby, Dixie Youth Sub-District, District, State Tournaments); organize presentation portions (Special Guest: Looie; Trivia & Giveaways; Music; pre-game flaglanthem/invocation; multiple fields/announcers/ sound systems) and announce. Youth Flag Football (Championship games). Youth Tackle Football (Championship games). Signal Mountain High School Basketball (inaugural season). Signal Mountain High School Football - organize presentation portions (Music; pre-game flaglanthem/invocation) as well as announce. Also wrestling and swimming.*

**Community Websites** 1998. 2006 - present  
*SceniCity.com. SignalMtnYouthSports.com; SignalMBA.com*