

TIA LISTON

CD/Art Director

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EVERY GREAT BRAND STARTS WITH A STORY, AND I LOVE HELPING CLIENTS TELL THEIRS. WITH A BACKGROUND IN ART DIRECTION AND A COMMITMENT TO CREATIVE PROBLEM-SOLVING, I BUILD CAMPAIGNS THAT SPARK CONNECTION AND DRIVE RESULTS. WHETHER I'M WORKING ON HEALTHCARE, ICE MACHINES, OR ZOOS, I VIEW EVERY PROJECT AS AN OPPORTUNITY TO MAKE A MEANINGFUL IMPACT.

ADVERTISING SAVANTS, ST. LOUIS, MO

Creative Director/Art Director | 7/2000–Present (CD Since 2015)

As a senior-level creative, I collaborate closely with teams and clients to develop high-impact, integrated campaigns, balancing strategic oversight with hands-on involvement in all stages of production. My focus is on delivering results-driven solutions while maintaining the highest creative standards.

Key Achievements

- Developed multiple award-winning campaigns for Saint Louis Zoo, driving attendance growth from 2 million to 3.1 million visitors annually.
- Created an integrated campaign for Delta Dental of Missouri that increased enrollments by 109% and earned a Gold David Ogilvy Award.
- Independently created a campaign for Ascension that so impressed the client, they secured Super Bowl LIV airtime and expanded the campaign nationally.
- Secured a new business account, which is experiencing steady growth.
- Successfully collaborated with other departments, mentored junior staff, and led solo campaign production when short-handed.

Clients: Ascension Health, Casino Queen, Delta Dental of Missouri, Energizer, Fontbonne University, Greater St. Louis Area Boy Scouts of America, KB!ce, Logan Chiropractic College, Missouri Botanical Garden, Missouri Wines, Reid Park Zoo, Saint Louis Zoo, ScholarShop, StoneBridge Senior Living, Unique Stone Concepts, and over 50 others that may be smaller, but no less significant.

FREELANCE, ST. LOUIS, MO

Art Director | 1995–Present

Clients: Jules Estate Buyers, Enfamil Infant Formula, McBride and Son Homes, MICDS, and Shoe Carnival to name a few.

MARING, KANEFIELD AND WEISSMAN, ST. LOUIS, MO

Art Director | 5/1999–7/2000

As an Art Director, I collaborated with my writing partner to create integrated campaigns and design collateral materials that effectively delivered results. Together, we ensured cohesive and objective-driven work for our clients.

Key Achievements

- Created a campaign that helped the agency retain The Gateway Arch account.
- Developed a spec campaign that contributed to winning Alberici Constructors as a new client.

Clients: The Gateway Arch, CEFCU, and Alberici Constructors

VERITAS ADVERTISING, ST. LOUIS, MO

Art Director | 3/1997–5/1999

In 1997, Jacobsen was acquired by Veritas Advertising, where I was promoted to Art Director. Paired with my first writing partner, I began working on larger projects and expanded my creative contributions..

Key Achievements

- Won three Gold and five Silver ADDY Awards for campaigns including Penn Racquet Sports, St. Louis Volvo Dealers Association, Radio Bar and Grille, and AAF Ad Club St. Louis.
- Had work for Penn Racquet Sports featured in *Print's 1999 Design Annual*.

Clients: Ad Club St. Louis, Babolat, Mitsubishi Electronics HVAC Division, Penn Racquet Sports, Radio Bar and Grille, St. Louis Volvo Dealers Association

SKILLS

Art Direction
Strategy
Concepting
Writing
Design
Illustration
Print Production
Web Design
Social Media
Photo Direction
Photography
Producing
Broadcast Art Direction
Editing
Motion Graphics
Leading
Mentoring
Project Coordination
Client Management
Vendor Management

SOFTWARE

Proficient In

InDesign
Illustrator
Photoshop,
Adobe XD
TopazLabs-Photo AI
Storyboarder.ai
Google Work Space
Microsoft Office
Asana

Comfortable With

Premier
After Effects
Duda
WordPress
Canva

Familiar With

Maya
Figma

Exploring

OpenAI
Runway.ai
TopazLabs-Video AI
Futurepedia.io

JACOBSEN ADVERTISING – ST. LOUIS, MO

Junior Art Director | 11/1995–3/1997

As a Junior Art Director, I assisted senior art directors as a production artist, designed brand identity packages, and created print campaigns. I also collaborated closely with creative directors, refining my concepting skills.

Key Achievements:

- Won two Gold ADDY Awards for St. Louis Volvo Dealers Association.
- Had work published for St. Louis Volvo Dealers Association in *Communication Communication Arts Annual*.

Clients: Mitsubishi Electronics HVAC Division, St. Louis Volvo Dealers Association, Bissinger's Chocolate, Marriott Hotels.

HARTMANN PUBLISHING, ST. LOUIS, MO

Production Assistant | 1/1995–11/1995

In my first role as a Production Artist, I designed ads for the *Riverfront Times* and *St. Louis Magazine* while ensuring the accurate setup of assigned publication sections. I also created promotional materials, ads, posters, and banners for sponsored events.

EDUCATION

Southern Illinois University at Edwardsville

Bachelor of Fine Arts: Graphic Design and Photography

Minor: Technical Theater—Scenic Design

Internships

Inlandesign Group, Edwardsville, IL

University Graphics, SIU-Edwardsville, IL

Continuing Education

As a strong believer in lifelong learning, I regularly take classes and tutorials to keep my skills sharp and my perspective fresh. Courses I've taken include web design, strategy, fine arts, psychology, and wellness. Most recently, I've been exploring several AI platforms to stay current with emerging tools and technologies.

RECOGNITION

Awards

AAF-ADDY Awards (Over 60 gold and silver including a District Judges Special Citation), David Ogilvy Award (1), Aster Awards (8), Arrow Awards (1), IAPPA Awards (2), AZA Excellence in Marketing Awards (2), Mid-America Emmy Awards (4), Healthcare Marketing Impact Awards (1), Healthcare Advertising Awards (1)

Press

Aha Media—2020 Top Hospital Commercials, Ascension Health

Ad Age Editor's Pick (2005), Saint Louis Zoo

AdCritic.com (2005), Saint Louis Zoo

Archive Magazine (2003), Saint Louis Zoo

Print Regional Design Annual (1999), Penn Racquet Sports

Communication Arts Annual (1996), St. Louis Volvo Dealers Association