

Education

1998-1999 The University of the Arts, Philadelphia, PA - Painting, towards an M.F.A. in Painting
1993-1999 Rhode Island School of Design, Providence, RI - B.F.A. 1997, B Arch 1999, Architecture major
1991-1993 The University of the Arts, Philadelphia, PA - Architecture major

Experience

3/2007-10/2009 Creative Director, Greater Philadelphia Marketing and Tourism Corp. (GPTMC), Philadelphia, Pennsylvania

Managing the brand of Philadelphia (5M/year) through all media possible. Additionally, managing our in-house agency to create cost efficiencies, control quality and consistency.

- Created award winning holiday campaign in under three weeks, generating over 1000 room nights sold during a difficult to book holiday period.
- In-house agency saved GPTMC over 1M in first 14 months, allowing GPTMC to create more collateral, video, and support materials with less resources.

3/2006-10/2007 Big Kids/Little Kids Book and Art Tour

Authored, designed and published 'Big Kids/Little Kids art book. Curated, managed and operated 5 city tour (Philadelphia, New York, Los Angeles, Houston, Raleigh/Durham) of Big Kids/Little Kids art show.

- Designed and developed concept from idea to product, featuring 40+ artists.
- Created sponsorship platform, generating funding to support art show tour, travel costs, shipping, marketing and collateral.

5/2003-9/2005 Designer: Apparel Dept., AND 1, Paoli, Pennsylvania

Designing t-shirt graphics, cut and sew, patterns, kits, hang tags and developing theme/concept development. Managed all internal sales catalogs for apparel and footwear, working with outside vendors, free lancers and printers.

- Redesigned internal design process (kits) to better communicate with internal parties and outside vendors.
- Managed catalog process and budget, taking quarterly costs from 150K to 60K for a savings of nearly .5M over 2004-05

10/1997 Cofounder, SPACE1026, Philadelphia, Pennsylvania

Established community based art gallery and studios in downtown Philadelphia. Space1026 is recognized as a leader in the arts community of Philadelphia providing print making facilities, artist studios, and a nationally recognized gallery.

- Curated and developed an art show every month from 11-1997 to 12-1998.
- SPACE1026 has shown internationally as a group including two appearances at the Institute of Contemporary Art in Philadelphia, Pennsylvania, San Francisco's Yerba Buena Center for the Arts, as well as shows in the UK, Canada, and Italy.

Skills

Adobe Certified Expert Photoshop 5.0	Apple Motion	Microsoft Office
Adobe Photoshop CS4	Apple Final Cut Pro	Adobe Dreamweaver CS4
Adobe Illustrator CS4	Adobe After Effects 4.1	Flash CS4 (ActionScript 2.0)
Adobe InDesign CS4	Painter X	Apple iLife & iWork

Clients

MBNA	Philadelphia Zoo	AND 1
First USA Bank	K2 Snowboards	555Soul
NBC 10	MTV	Capital One Bank
Deloitte Consulting	David's Bridal	uwishunu.com

Web

www.johnfreeborn.com	www.zinebox.org	www.rcptfit.com
www.76ersblog.com	www.milkcratedigest.com	www.blogphiladelphia.com