

AUSTIN COLE ESTES

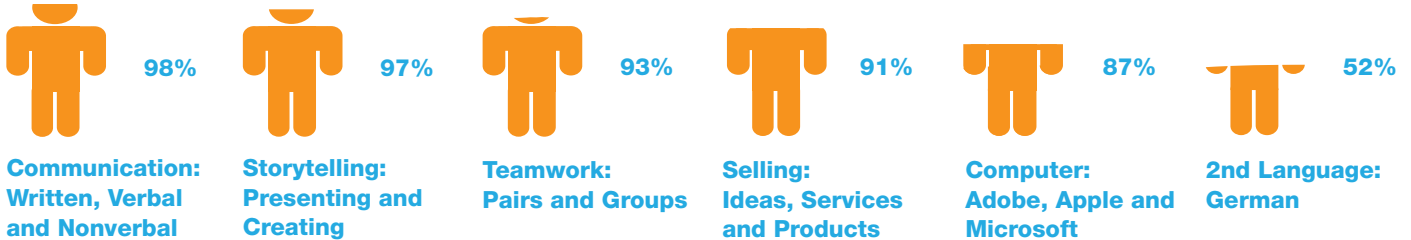
WANNABE MADMAN

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SKILLS



EDUCATION

UNIVERSITY OF NORTH TEXAS

SEPTEMBER 2003 - AUGUST 2008

BFA OF JOURNALISM IN ADVERTISING

MINOR: MARKETING

MAGNA CUM LAUDE, OVERALL GPA: 3.66

HISTORY

BEST BUY

NOVEMBER 2006 - PRESENT

CUSTOMER SOLUTIONS MANAGER

Knowledge Gained: Dinner and a show, team building, and execution constancy.

In sales, customers should have a dinner and a show. They should have the selling atmosphere tailored to them and receive a world-class experience every time. I built a team that can consistently deliver to those demands through cultivating creative salesmanship and solid training. My team has been ranked multiple times as top in the nation in customer experience and sales. By being able to condense large amounts of information into a clear and concise message my team can rally around, we are able to drive financial goals and tailor the customer experience in store.

TM

SPRING 2008

CREATIVE INTERNSHIP

Knowledge Gained: Target market execution and deadline survival.

From helping with word usage in an ad to being a pack mule for my boss, I was involved with all things advertising. I was able to help with ad building from conception to post and all the client fixes in-between while gaining insight for my own portfolio. I learned that a deadline is always ticking, and that there are no time machines. I also learned that there are always two clients; the one the ad speaks to, and the one that's paying you to create it. Hitting both of their needs is an art.

ACTUAL SOUND DEMONSTRATION.



BOSE
NoiseCancellingHeadphones

ACTUAL SOUND DEMONSTRATION.



BOSE
Noise Cancelling Headphones

ACTUAL SOUND DEMONSTRATION.

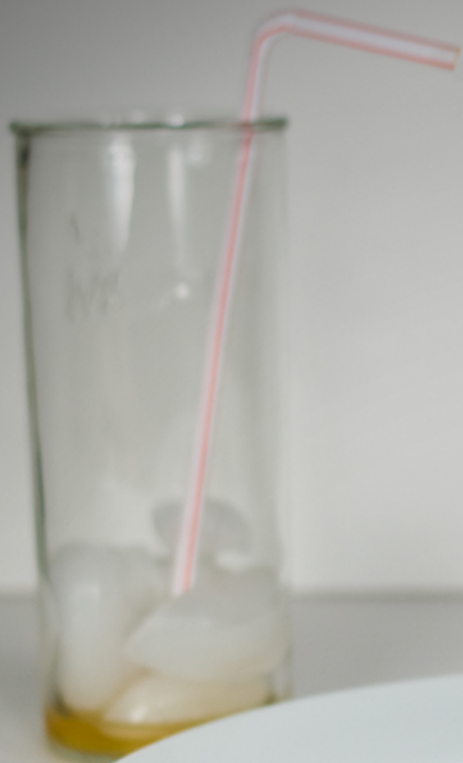


BOSE
Noise Cancelling Headphones



Doritos

The Doritos logo is positioned at the bottom center of the image. It features a stylized, jagged flame or fire graphic above the word "Doritos" in a bold, italicized, sans-serif font. The text is white with a red outline and a black drop shadow.




Doritos




Doritos



Supplies for big jobs.

ELLIOTT'S
HARDWARE



Gardening for big jobs.

ELLIOTT'S
HARDWARE



Tools for big jobs.

ELLIOTT'S
HARDWARE



ELLIOTT'S HARDWARE THE MANNEQUIN WORKER

THE CHALLENGE

The task was to make an original guerilla campaign with a community involvement message for Elliott's Hardware.

THE SOLUTION

In order to draw attention to the community involvement message, mannequins dressed with Elliott's Hardware clothes and hardhats would be placed near areas that needed minor repair, e.g., park benches needing paint, large sidewalk cracks or defaced walls.

THE RESULT

After the mannequins have been staged for a few days, actual repairs would be made to fix the area of it's blemish. An Elliott's Hardware logo would be placed near the repaired area. This will draw attention to Elliott's Hardware community message and their community give back program.



REMOVES
DRY MOUTH,
DEHYDRATION,
AND EXCUSES.

Life worth hydrating.



NOT EVERYONE
HAS EXPERIENCED
SWEAT FREEZING.
PITY.

Life worth hydrating.



FORTUNATELY,
GUTS CAN BE
MEASURED IN
OUNCES.

Life worth hydrating.



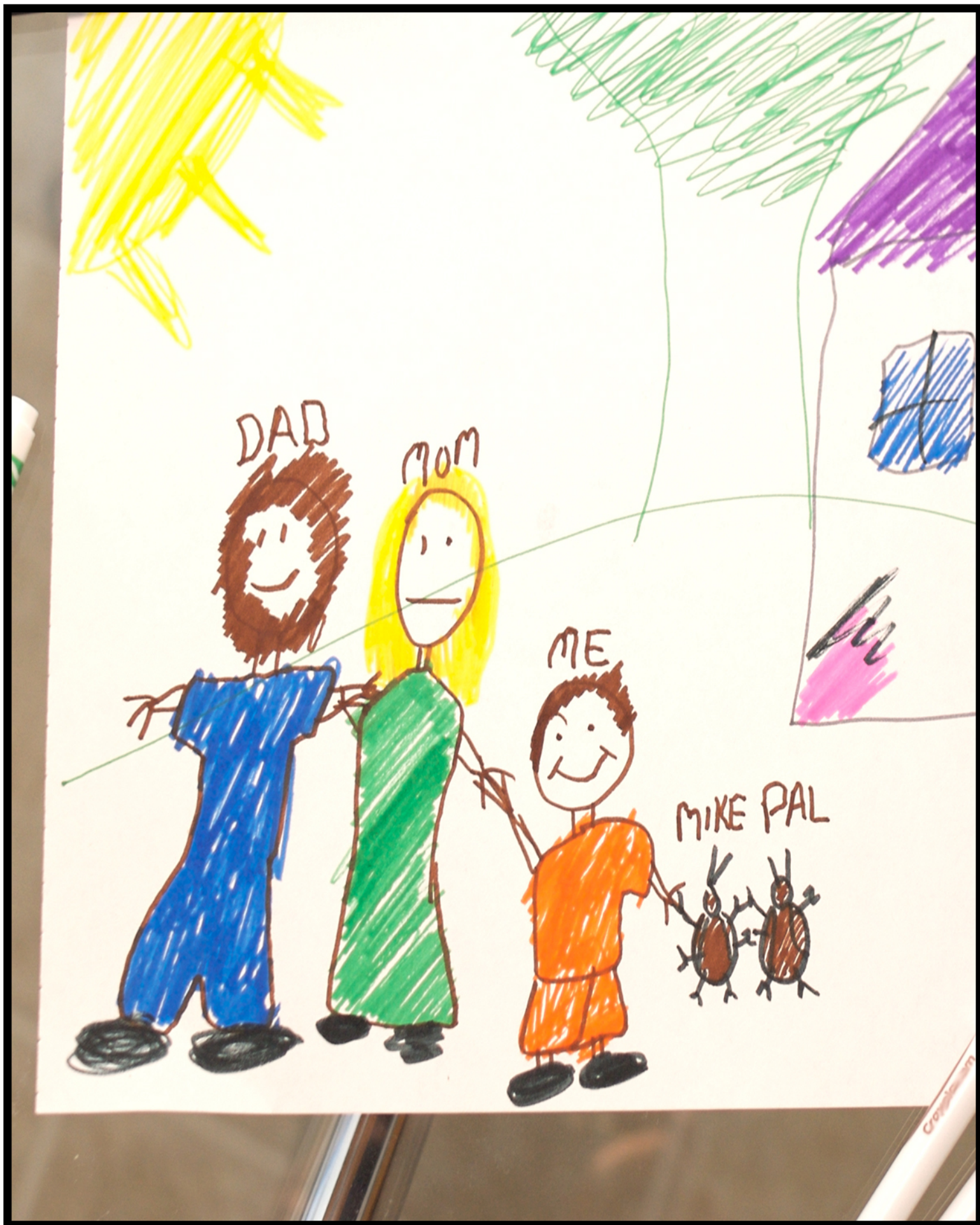
FRIEND



PESTS AREN'T FAMILY. **TERMINIX**

MOM

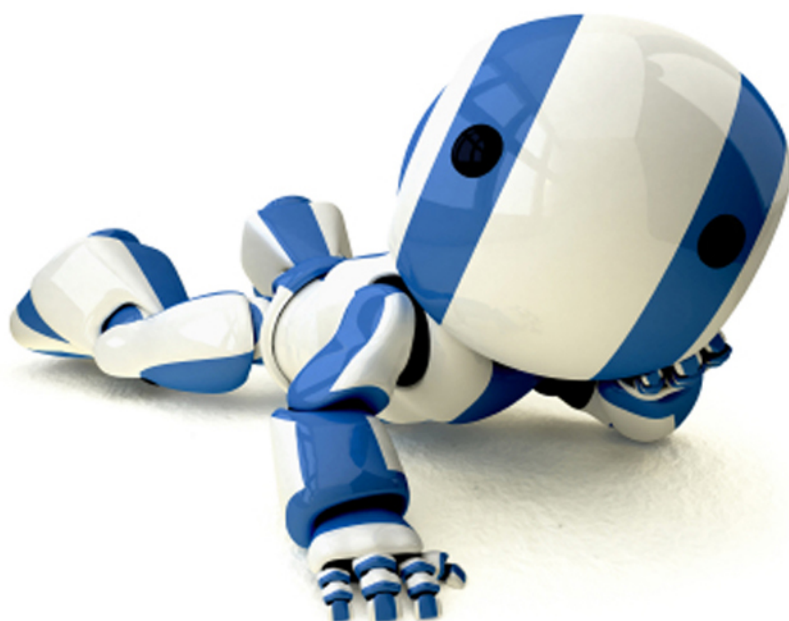




PESTS AREN'T FAMILY. **TERMINIX**



"There should've been some warning. Holograms, virtual reality, or something. They aren't ready."

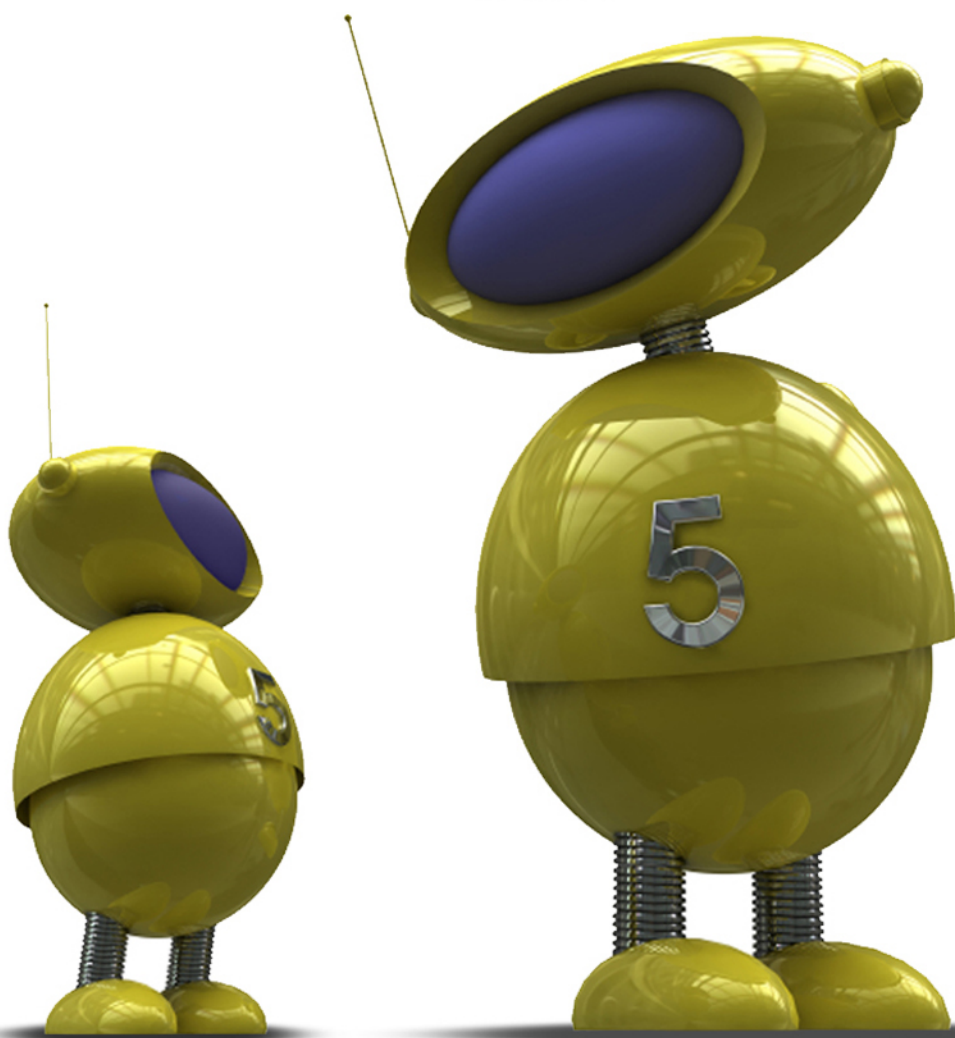


The beginning is near.

Wireless truly becomes wireless only from Sprint.



"Humans should have been time traveling long before this came out. It's too soon for them."



The beginning is near.

Wireless truly becomes wireless only from Sprint.



"This is like cavemen inventing microwaves before they invent fire. It just shouldn't exist."



The beginning is near.

Wireless truly becomes wireless only from Sprint.

XOHM

XOHM GNOMES



THE CHALLENGE

The task was to make an original guerilla campaign to create awareness about Sprint's new wireless Internet service, Xohm.

THE SOLUTION

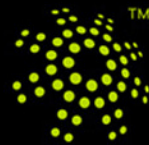
In order to draw attention to the new service, Xohm Gnomes would be fashioned from toy robots and placed in neighborhoods where Xohm is launching. The robots would hand deliver flyers containing the logo, website address, and a quote from a higher life form.

THE RESULT

This would create awareness about the product, and give the viewer something they can keep with Xohm's name and talk about.

See the Xohm Gnome in action at:

<http://www.youtube.com/watch?v=47dOgEewlgs&NR=1>



XOHM™

"There should have been some type of warning. Holograms, virtual reality or something. You aren't ready."

wireless internet truly becomes wireless. www.xohm.com

