



## Patti Shulman

### HISTORY

I have over two decades of experience as an art director/creative director in the advertising community, most recently as creative director and vice president at the Barber Martin Agency. Originally a 5-man shop, Barber Martin became ranked as one of the top 5 agencies in Virginia in 2006.

My special interest has been the senior market, and I've accumulated years of experience working with clients and consultants in this very specialized niche.

I'm now the chief of Shulman Creative, an online partnership of experienced, big-agency art directors, writers and internet gurus who've gone independent.

### EDUCATION

1979-1983  
Virginia Commonwealth University  
BFA in Communication Art

### WORK EXPERIENCE

1983-1985  
Lawler Ballard Advertising, Inc.  
Richmond, Virginia  
graphic designer

1985-1987  
Ehninger Advertising  
St. Thomas, U.S. Virgin Islands  
art director

1987-1989  
Atwood Design, Inc.  
Phoenix, Arizona  
senior graphic designer

1989-1992  
Patti Scheck Creative Services  
Richmond, Virginia  
proprietor

1992-2008  
Barber Martin & Associates  
Richmond, Virginia  
creative director/vice president

2008-  
Shulman Creative  
creative chief

### CREATIVE ACCOMPLISHMENTS

Telly Awards (over a dozen)

Print Magazine  
3 Certificates of Excellence

Lurzer's International Archive Design Magazine:  
showcased work

NAMA (National Agricultural Marketing Awards)  
Best of Show

Worldfest - Houston International Film Festival

Regional Addy & Richmond Show Awards