

DAVID CODDING

Vice President, ECD

Experienced Executive Creative Director with a demonstrated history of working in the entertainment industry. Skilled in team leadership, integrated marketing & advertising, retail branding, agency management and video/photography development.

CONTACT

davidcoddington@mac.com
816.309.9851
linkedin.com/in/davidcoddington

EDUCATION

BACHELOR OF ARTS

Morningside College
Graphic Design / Mass Comm.
1991-1996

SKILLS

Brand Strategy & Development,
Creative Direction, Executive Presentations,
Adobe Software Suite, Microsoft Suite,
Team Leadership.

NOTABLE AMC INITIATIVES

AMC Theatres - We Make Movies Better
Agency partner BARKLEY

AMC Stubs A-List Brand Dev & Launch

AMC Circuit Re-branding for Carmike Purchase
AMC, AMC CLASSIC, AMC DINE-IN

AMC Website & Mobile App Design/Branding
Agency partner HUGE

Dolby Cinema at AMC Partner Brand Dev.
Partnered with Dolby Labs

AMC Re-branding - AMC Amazing
Agency partner Bailey Lauerman

AMC PreShow(s) Strategy & Development
Agency partners Imaginary Forces, HUGE
Digital Kitchen, Intake Studios

AMC IPO Corporate ID Development

AMC Stubs Brand Dev & Launch
Agency partner RAPP

HOBBIES & INTERESTS

Science Fiction, Movies, Basketball, Travel,
Logo Design & Proud father of 2 children.

EXPERIENCE

AMC ENTERTAINMENT, INC.

The largest movie exhibition brand in the U.S., in Europe and throughout the world with more than 1,000 theatres and 11,000 screens across the globe.

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| VICE PRESIDENT, ECD | 06/2013 - Current |
| EXECUTIVE CREATIVE DIRECTOR | 04/2011 - 06/2013 |
| CREATIVE DIRECTOR | 08/2006 - 04/2011 |

Brand strategy and development, budget management, retail campaign dev, agency on-boarding and management, internal team leadership and development

Corporate portfolio available by request

VML, INC.

Global marketing agency that transforms brands by inspiring connections through a connected consumer experience.

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| CREATIVE DIRECTOR | 12/2004 - 08/2006 |
| ASSOCIATE CREATIVE DIRECTOR | 01/2003 - 12/2004 |
| SR. ART DIRECTOR | 05/2000 - 01/2003 |

Digital focused branding campaign development, team leadership.

Clients: Sears, Colgate-Palmolive, Mountain Valley Spring Water, Hill's Pet Food Co., H&R Block, Burger King, YRC Worldwide, ATP Tennis, Castrol, Midas, LaQuinta

MARKETING.COMM/WEYFORTH-HASS MARKETING

Regional marketing agency specializing in direct advertising and website solutions.

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| SR. ART DIRECTOR | 09/98 - 05/2000 |
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Website design and UI development

Clients: Kansas City Chiefs, Tennessee Titans, John Deere, Habitat for Humanity
Universal Underwriters

DEEPWATER INTERACTIVE, INC.

Local Kansas City interactive start-up with a focus on application and systems dev.

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| ART DIRECTOR | 09/1997 - 01/1998 |
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Company brand development along with client web design/development

Clients: Sherwood Scuba, Organized Living, Brenco Travel, Commerce Bank

SPECTRA GRAFX STUDIOS

Small interactive shop that specialized in custom CD-ROM and website solutions.

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| SR. DESIGNER | 01/1997 - 09/1997 |
| DIGITAL MEDIA DESIGNER | 07/1995 - 01/1997 |

Print design, CD-ROM, first generation web design

Clients: Morningside College, The City of Sioux City, Prince Manufacturing, Honeywell