

NAME

Mobile: • Email

CREATIVE DIRECTOR

Accomplished design and marketing professional with impressive success in leading the creation and delivery of award-winning print and web projects for diverse client base ranging from start-ups to Fortune 500 firms. Dynamic producer with expertise in conceiving and implementing marketing and communication solutions that build brand visibility, convey high-impact messaging, and create positive market presence. Acutely tuned to key business drivers, market signals, media perception, industry trends, and public opinion.

Business Development • Strategic Planning • Strategic Marketing • Branding • Creative Development • Consulting • Client Relations • P&L • Budgeting • Resource Management • Design Presentations • Brand Identity • Training • Talent Management • Visual Identity Standards • Brand Standards • Internet Marketing • Website Development

PROFESSIONAL EXPERIENCE

NAME., CITY, STATE

date - date

Company description

Vice President and Creative Director

Lead creative direction and execution of integrated branding and marketing strategies in print, screen, and environment formats for public and private sector clients in areas of B2B, professional services, sports branding, and entertainment. Manage creative budgets of \$200,000+. Develop and direct creative teams and outside talent to ensure quality and on-time delivery of projects. Source and acquire new clients; drive new revenue generation.

Consult with clients to identify and translate business objectives; design and package core values and key messages for internal and external audiences in projects including branding development and implementation, web design, video production, exhibit displays, and event graphics. Manage all aspects of production. Serve as lead creative and design director on key accounts.

- Generated 85% of revenue in FY2011 through new sales and return clients; over course of last 4 years, generated average of 70% of gross revenue.
- Reshaped and directed brand and identity development, advertising, and product marketing of packaging and applicator machine manufacturer over past 5 years with annual budgets ranging up to \$200,000.
- Played key role in impacting growth of regional music event to 2-week international festival by creating multiple award-winning seasonal campaigns for State Music Festival; designed and directed annual comprehensive campaigns featuring 160 separate design items for print, online and offline screen, and environment; served as lead designer for 6 years as well as account executive and production manager.
- Delivered clean and simple aesthetic design as Lead Designer for \$500,000+ signage and wayfinding program for one of nation's largest independently-owned hardware stores; provided conceptual design, strategic planning, design development, and project management for program throughout 100,000 sq. ft. indoor and outdoor space.
- Co-created unique integrated personal banking brand for regional bank; directed environmental design and created brand palette unique to bank and integrated across all branches; impacted growth of bank from \$300 million to \$800 million within 8 years.

NAME., CITY, STATE

date - date

Company description

Managing Director, Digital

Led and directed operations, including client relationships, strategic product, and creative output. Managed and developed staff including Account Director, Creative Directors, Senior Producers, Senior Account Managers, and Digital Strategist, in creation and execution of digital and social media programs. Held P&L accountability for \$3 million in annual revenue. Created winning strategies to close deals on large opportunities. Managed client relationships on key accounts, including Pepsico, Unilever, Reckitt Benckiser, and Johnson & Johnson.

- Led development of first-ever non-branded documentary and several major digital video engagements for Fortune 50 healthcare company; efforts won multiple industry awards for excellence in creation and production management.
- More than doubled against projections for major CPG brand launch of new national beverage; plan included social media strategy, online advertising development, social media community management, design, coding, and implementation.
- Led overarching digital strategy and roadmap, including interactive audits, ethnographic digital profiling, and creative and tactical deployment recommendations, for major consumer packaged goods brand in the OTC space.

NAME., CITY, STATE

date - date

Company description

Associate Director, Marketing

Served as marketing and branding strategist on key engagements. Led teams in delivery of brand, strategy, and e-commerce engagement projects. Defined, built, and managed marketing programs.

- Increased customer retention and customer profitability by developing comprehensive segmentation-led loyalty program, communications roadmap, and contact strategies; increased digital CRM messaging efficacy by initiating radically simplified and highly-actionable segmentation scheme.
- Improved magazine's subscriber retention through series of digitally led engagement initiatives; revitalized renewal process and produced multi-level loyalty program driven by subscriber tenure.
- Gained 15% lift in retention among targeted members by leading integrated, multi-channel member retention programs; defined appropriate customer experience, developed effective measurement plans for data capture, and identified optimization needs and opportunities.

EDUCATION

Bachelor of Fine Arts

UNIVERSITY, City, State