

CREATIVE DIRECTOR

Award-winning Creative Director/Art Director who embraces the creative and business sides of marketing. Leads graphics department at one of Atlanta's fastest-growing full-service marketing agencies. Skilled at growing and managing creative teams and excels at directing, conceiving, designing and connecting integrated advertising and marketing campaigns, print collateral, print / digital ads, email, website design and assets across a wide range of clients and business categories.

CORE COMPETENCIES

- Art direction and graphic design
- Strategy, concepts and ideation
- Brand development and logo design
- HTML / CSS / Bootstrap
- Full cycle project management and execution
- Leadership and department management
- Process and workflow efficiencies
- Vendor and resource management
- Client presentations and relationship
- Strong written and verbal communication skills

WORK EXPERIENCE

02/2017 - PRESENT

BLACK BEAR DESIGN | Full Service Marketing Agency | Atlanta GA

CREATIVE DIRECTOR | 10/2018 - Present

SENIOR ART DIRECTOR | SENIOR GRAPHIC DESIGNER | 02/2017 - 09/2018

Responsible for art direction and management of the graphics department and all aspects of the creative process. Work strategically with clients and internal staff through the entire lifecycle of projects to develop innovative concepts, meet marketing objectives, and maintain creative vision across print, digital, and web for clients in a wide range of industries.

- Structure creative department to adapt to a 225% increase in workload by implementing flexible staffing strategy, streamline workflow, standardizing asset and file management procedures.
- Establish proofing protocol that reduced error rates to near zero.
- Convert 5 top tier clients from project-based accounts to retainer-based clients resulting in a \$245,000+ annual increase in revenue.
- Increase billable hours 15% by collaborating with Project Managers to establish timelines, allocate hours, and assign staff resources required to meet budget and deadlines.
- Supervise graphic design team or work independently to develop creative solutions based on client needs, maintain creative and production standards, meeting deadlines and budget expectations 100% of the time.
- Manage external suppliers, negotiate costs, assign projects, oversee the production of artwork and printing.
- Champion restructuring of client services by creating the Account Manager role, which improved client retention, increased billable hours, enhanced internal communication and contributed to 65% agency growth in 2019.
- AWARDS: Graphic Design USA awards for 2 logos, 1 brochure, and 1 website design. 2018 Design Rush Best Graphic Design Agency, 2017 Clutch Best Graphic Design Agency.

07/2015 - 02/2017

MATTRESS SAFE, INC | Protective Bedding Covers Manufacturer | Cumming GA

MARKETING MANAGER | GRAPHIC DESIGNER (IN-HOUSE)

Worked with the Senior Team, Sales and Product Managers to conceptualize and design product line-specific marketing collateral and advertising campaigns consistent with brand standards across print, email, digital, web, and integrated campaigns.

- Achieved 300% increase in e-commerce website conversion rates by redesigning MattressSafe.com from the ground up: streamlined navigation, effective call-to-actions, and targeted SEO.
- Pioneered 5% increase in sales by creating an e-commerce clearance category to sell outdated product designs, without a noticeable change in existing sales trends.

- 60% reduction in trade show marketing collateral costs by shifting from multiple individual product flyers to a full line product catalog combined with product-line specific brochures.
 - Created and designed award-winning branding and product launch for Naked Bed Sensual Sheets. Product launch included e-commerce website, trade show booth, product tags, flyers, product photography, and photo retouching.
 - Managed print production for collateral, trade show, and promotional items.
 - Coordinated media placement in trade publications, trade show booklets, and digital displays.
 - AWARDS: Graphic Design USA award for Naked Bed Branding.

- 05/2000 - 07/2015

ROB MAXWELL ADVERTISING & DESIGN | Full Service Marketing Agency | Atlanta GA

OWNER | ART DIRECTOR | GRAPHIC DESIGNER

 - 1300% Increase in client's Facebook followers by integrating engaging posts, graphics, and email marketing campaigns.
 - 25% Increase in client's retainer base through lead generating website design and presentation collateral.

- 09/1996 - 05/2000

FREEBAIRN AND COMPANY | Full Service Advertising Agency | Atlanta GA

SENIOR ART DIRECTOR | GRAPHIC DESIGNER

 - Managed and directed \$35,000 multi-part photoshoot project. Delivering on time and within budget.
 - Lead creative on one of agency's largest retainers: creating annual advertising campaigns, collateral, and full-line product catalogs.

- Earlier Employment

CROXALL & ASSOCIATES | Full Service Ad Agency (closed) | Chattanooga TN

SENIOR ART DIRECTOR | GRAPHIC DESIGNER

 - Won the agency's first creative awards: 21 Chattanooga Gold Addies

THE MORRISON AGENCY | Full Service Advertising Agency | Atlanta GA

ART DIRECTOR | GRAPHIC DESIGNER

 - AWARDS: Atlanta Addy Award Finalist, Atlanta Show South Award Finalist, Atlanta Addy Award Finalist, Included in Print Magazine Advertising & Design Annual

TECHNICALSKILLS

DESIGN SOFTWARE

- Adobe Creative Cloud
- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe Acrobat
- Microsoft PowerPoint
- VideoScribe

DEVELOPER SOFTWARE

- Sketch
- Adobe Dreamweaver
- HTML / CSS
- Bootstrap
- Wordpress 4
- BigCommerce

EMAIL SERVICE PROVIDERS

- MailChimp
- Constant Contact
- Vertical Response
- SharpSpring
- ComWeb

VOLUNTEERWORK

- 10/2011 - Present **Team Photographer** | Dunwoody North Fins Swim Team | Atlanta GA
- 10/2011 - 03/2020 **Communications Chairman** | Dunwoody North Swim & Tennis Club | Atlanta GA
- 03/2014 - 01/2017 **Communications Chairman** | Boy Scout Troop 477 | Atlanta GA

EDUCATION Georgia State University - BFA

OTHERAWARDS

- 2007 Dunwoody Father of the year
- 2013 Redbull X-Game Whitewater Kayak Challenge - Last Place