



Accomplished, Results and Solutions-Oriented Creative Director

I am an interactive creative director specializing in delivering innovative and strategic solutions to both internal and external brands with focus on developing engaging and results-oriented design by leading, mentoring and growing top-level creative teams.

- Over 16 years’ experience managing and mentoring cross-functional creative and technical teams to thrive and deliver optimum design solutions based on the specific, strategic needs of the client and organization.
- Exceptional ability to define and execute creative vision proven to enable successful, revenue driven and cost effective sales, marketing and creative programs.
- Proven success in consistently building strategic, innovative and creative solutions that can establish and revitalize core functionality and direction to your organization and your client’s needs.
- Recently chosen as one of Atlanta’s Top 40 under 40 Business Leaders by the Atlanta Business Chronicle; an honor based on outstanding successes in business leadership and community service.

Core Attributes

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| • Strategic Marketing Planning | • Creative Brief Development | • Brand/Identity Development |
| • Project Planning/Budgeting | • Client Services/Management | • Brand/Property Administration |
| • Budgeting and Forecasting | • External Agency Management | • Web/Print Design |
| • Resource Allocation/Prioritizing | • Marketing Research | • Product/Services Development |
| • Business Need Analysis | • Website/Interface Usability | • Sales Program Development |
| • Team Development/Mentoring | • Creative Concept Generation | • In-store Video Marketing |
| • Trend Monitoring | • Workflow Mgmt./Analysis | • Interactive Kiosk Design |
| • Cross-Functional Management | • Campaign Dev./Mgmt. | • Retail POS/Environment Design |

Professional History

Benevolink Corporation | Vice-President, Marketing and Creative Director | April, 2003 – June, 2009

Manage and direct a staff of designers, artists, copywriters and marketing specialists including freelancers. Set the artistic direction and directed the creative staff in development and implementation of design and marketing concepts. Responsibilities include product development, consumer services, corporate strategy, business development and nonprofit sales strategy and all marketing programming

- Developed, planned and coordinated a scalable market launch program proven successful by acquisition rates of over 15% of the consumers and 60% of the nonprofits in first market launch.
- Designed and implemented various programs for hundreds of retail and service partners resulting in over \$25 million in annual sales transactions resulting in over \$1 million dollars in annual charitable donations.
- Designed scalable and customizable marketing solutions and tools for over 1.2 million nonprofits to learn how to market and build stronger donation channels through the Benevolink platform.
- Initiated, developed and guided the company through major core product enhancements including corporate re-brand, the marketplace concept, product re-launch, new technologies programming and more propelling Benevolink into the leader in the charitable marketing coalitions industry.
- Developed, designed and implemented new technologies into the Benevolink platform including in-store kiosks, mobile applications and social networking increasing engagement and improving accessibility for consumers and retailers.

- Successfully managed and directed the creative process for over 1,400 projects per year resulting in over 500 satisfied national, regional and local clients and partners.
- Successfully kept the design and marketing team communicating and moving forward by implementing several creative workshops, exercises, design meetings and production meetings.
- Implemented ongoing training on issues such as usability, message, color, layout and creative thinking strengthening the team's skills and providing a collaborative environment.

Cox Enterprises | Creative Director, The Studio at CIM | January, 2000 – March, 2003

Managed and directed a staff of designers, artists, copywriters and technical staff (locally and remotely), and the work of freelance designers and artists. Set the artistic direction and directed the creative staff in development and implementation of design concepts.

- Managed the design team of 13 design, technology and messaging professionals, which was largely responsible for generating \$1.8 million of *additional* revenue for Cox.
- Managed and directed the creative process for an average of 540 pieces of creative per month resulting in hundreds of satisfied national clients and increased revenue.
- Developed style guides, training manuals and other forms of creative communication for various clients and projects resulting in the efficient and consistent production and communication of many campaigns and large-scale projects.
- Designed several large-scale creative programs for top-level clients including Federated Department Stores, Lowe's Home Improvement, AutoNation.com, Pike Family Nurseries and Daimler-Chrysler increasing revenue and raising the profile of CIM's ad products.

Cox Enterprises | Design Manager, Affiliate Studio, Cox Interactive Media | February, 1997 – January, 2000

Executed design and layout solutions for online ad elements, web site design including promotional web sites for specific campaign, multi-media, presentations and other promotional tools related to online advertising and marketing.

- Designed all print, web, out-of-home and identity for the Pittsburgh.com brand driving more traffic to the site than any other local portal.
- Responsible for design, implementation and upkeep of several interactive features on the sites such as e-postcards, virtual tours and slideshows creating over 1,300 original postcard designs and thousands of original photographs.
- Designed thousands of original web, print and presentation graphics for the exclusive use of the content, marketing and advertising sales departments allowing the departments to use and access graphics quickly and efficiently.
- Created and implemented design guidelines for sales force and marketing presentations and collateral.
- Designed interactive CD-ROM's for sales presentations cutting the cost of sale by 23%.

Additional Professional History

Steel City Design | February, 1991 – January, 1995 | Graphic Designer

DoggieBagz.com | February, 1995 – January, 1997 | Marketing Director and Identity Coordinator

Professional Memberships

Design Management Institute | 2001 - present

AIMA – Atlanta Interactive Marketing Association | 2003 - present

More information, including portfolio, references and links available at www.darrenjryan.com.