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# CREATIVE MARKETING DIRECTOR RESUME

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## Career Objective:

Pursuing a Creative Marketing Director position in which my skills and experience will positively impact the organization in meeting end goals.

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## Summary of Qualifications:

- Outstanding experience in creative management
  - In-depth knowledge of all steps required in the creative development process
  - Sound knowledge of brand, media and digital marketing and associated sales process
  - Excellent track record of producing award-winning creative projects
  - Thorough understanding of user experience and interactive creative development process
  - Familiarity with typography, layout, grid systems, hierarchy, color, composition, animation
  - Ability to lead and mentor a growing team of creative talent
  - Proficient with Ajax, Flash, Silverlight, HTML, DHTML, XML, CSS, MS Word, Excel and PowerPoint
  - Strong people management and mentoring skills
  - Superior time management and creative resource management capabilities
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## Work Experience:

Creative Marketing Director, August 2005 – Present  
GMR Marketing, Huntsville, AL

- Consulted with internal customers to determine customer needs, preferences, direction, and focus.
- Developed creative components for annual Marketing & Communications plan.
- Managed Space Foundation brand strategy and identity.
- Established Marketing & Creative services team performance goals that support the corporate strategic plan.
- Directed execution of the marketing and creative services components.
- Ensured compliance to company policies and procedures.

Creative Marketing Director, May 2000 – July 2005  
Hallmark, Huntsville, AL

- Directed creative design, graphics, advertising, publishing, and printing.
  - Researched industry, market trends and competition, translated statistical data into business intelligence, and prepared reports and presentations on that data for internal customers and senior management.
  - Managed customer satisfaction research projects.
  - Found creative ways to implement programs and delivered products within assigned budgets and timeframes.
  - Mentored and lead assigned creative staff and maintained consistent creative of the highest quality.
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## Education:

Bachelor's Degree in Marketing, Shawnee State University, Portsmouth, OH

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