
CREATIVE MARKETING DIRECTOR RESUME

Career Objective:

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

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

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.

Education:

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

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