



## WHO I AM

I am a highly accomplished Creative Director with both agency and in-house experience in leading teams to develop and implement strategic brand projects for B2B and B2C marketing implementations. I am a dynamic and creative leader with proven success in cultivating strong rapport with clients, vendors, senior management, colleagues and staff. I excel in being able to ascertain business needs and create original solutions to ensure user acceptance and brand integrity. I have strong communication and organizational skills solving and an eye for detail, design quality, brand consistency and conceptual strength. I use strategic and creative thinking along with analytical methodologies for providing efficient and effective solutions. (I am able to think with both sides of my brain).

## MY STRENGTHS

Creative Conceptual Thinking  
Project Development  
Client/Vendor Management

Strategic Problem Solving  
Project Implementation  
Design Management

Photo Illustration/Retouching  
Web Architecture and Design  
Process Improvement

## PROFESSIONAL EXPERIENCE

### >> **CREATIVE DIRECTOR** – DCOE, FRUIT OF THE LOOM, INC.: BOWLING GREEN, KY 2/2007 - PRESENT

- Built in-house digital creative group from the ground up with upper management support
- Led team through bringing 17 externally produced brand Web sites in-house, consolidating, redesigning and redeveloping sites to allow business user modification and ownership
- Launched SellerCentral e-commerce platform and CMS in tandem with marketing and IT groups
- Lead design teams and external agencies through concept development, digital architecture, graphic design, photo art direction, photo-illustration, photo-editing, merchandising and implementation for e-commerce sites, digital/print catalogs, micro-sites, mobile/tablet development, e-marketing, video and corporate presentations
- Idealize creative vision, mentor design team, develop staff, manage creative talent, and establish creative procedures.
- Provide quality assurance and brand integrity across marketing platforms
- Lead setup and collaboration for SEO, digital analytics, code standards, and functional reviews

### >> **CLIENT SERVICES MANAGER** - NETWORLD MEDIA GROUP: LOUISVILLE, KY 1/2006 - 2/2007

- Led digital creative design, client relations, service and support and managed/mentored design staff
- Directed content development, concept and design for informational pages, client marketing, and e-marketing
- Provided quality assurance for 8 high-traffic news-based informational Web sites
- Created advertising and client storefront copy with an emphasis on SEO
- Worked with IT and management to migrate Web sites to new development platform
- Validated marketing results through digital analytics
- Collaborated with top management and reported directly to the President

### >> **CREATIVE DIRECTOR** - CLARK/NIKDEL/POWELL: WINTER HAVEN, FL 5/1999 - 10/2004

- Consultant for firm partners on key decisions and long-term strategic planning
- Led client meetings and priorities to fulfill creative design needs and maintain relationships
- Led design teams in concept, design, development, photo art direction, pre-press and implementation for digital and print
- Served as key informational resource and project manager for Web, multimedia and design projects
- Negotiated pricing and delivery with vendors
- Responsible for quality assurance for both print and web mediums
- Spearheaded internal Web site development and intranet used for job tracking and billing
- Collaborated with key management to outline project specifications, budget and deadlines
- Consistently provided project deliverables on time and within budget
- Provided hands-on computer training and technical support to staff and clients

>> **PARTNER/CREATIVE DIRECTOR** - CHAMELEON GROUP, INC.: LAKELAND, FL

6/1992 - 5/1999

- Led design and branding for advertising, packaging, multimedia, product design, Web sites, direct mail, POP, logos, stationery packages, digital presentations, invitations, in-store signage and trade show events
- Developed strategic concepts and campaign themes and pitched to key accounts
- Served as primary for photo art direction, pre-press process and printing supervision with third parties
- Worked as a consultant for external advertising agencies leading concept development, 3-D illustration, digital illustration and photo retouching
- Liaison to vendors negotiating pricing and schedules while assuring consistent quality and delivery
- Business development, budgeting, staff management, process implementation and creative mentoring

## TECHNICAL SKILLS

- Comprehensive knowledge of industry-standard design software packages for print and Web including QuarkXpress, Adobe Creative Cloud and Microsoft Office
- Outstanding hand-coding and troubleshooting skills with HTML5 and CSS, along with an in depth understanding of JavaScript
- Web CMS applications including Vignette, TeamSite, Wordpress and Amazon SellerCentral along with e-mail broadcast applications ExactTarget, Constant Contact, iContact and MailChimp
- Extensive pre-press knowledge and thorough understanding of printing processes
- Bachelor of Science in Broadcast Design (cum laude): Oral Roberts University, Tulsa, Oklahoma
- Received Top 10% Scholarship; consistently recognized on *National Dean's List*; listed in *Who's Who*

## PROFESSIONAL TRAINING

Graduate of the Dale Carnegie Training Course

Brainbench certified in use of the Adobe Creative Suite and QuarkXpress

Ongoing training in best-in-class class design methodologies, tools and processes

## REFERENCES

Available upon request

## ONLINE PORTFOLIO

Available online at <http://www.behance.net/dsloan77>