

David Sloan

Design & Creative Director



With extensive experience in creative development and management, I am pursuing a leadership opportunity focused on creative excellence using innovative, experiential and brand focused approaches. I am a **dynamic, visionary leader** who guides teams to develop and implement strategic brand projects for B2B and B2C marketing. An agile **Creative Director** who cultivates strong vendor and client relations through exceptional communication and collaboration skills. An **award-winning designer** who excels at assessing business needs and delivering effective, original solutions. A **problem solver** who applies both analytical and creative thinking methodologies to formulate unique creative solutions, while establishing and operating within procedural guidelines that drive efficiency. An **inspiring and challenging leader** who recruits and mentors creative teams, motivating them to produce the highest-quality deliverables on time and within budget.

Professional Experience

Creative Director

Fruit of The Loom, Inc., Digital Center of Expertise, Bowling Green, KY (2007-Present)

Enlisted to develop and lead an in-house Digital Creative Agency from the ground up. Recruit, manage and mentor new talent to build and maintain an effective creative team. Inspire the team to pursue excellence in all operations while managing workloads, schedules and deadlines. Establish and maintain the creative vision and strategy for marketing initiatives through research and best-in-class deliverables. Support design quality and brand integrity across design, print, and photography teams. Steer content development and management, define brand standards, and promote experiential design. Lead UI/UX for internally developed Web based applications including custom intranet, news portal, uniform design tool/app, flyer builder, D.A.M., proofing tool, customer portal, and CRM application.

- Established best practices in design and automated development processes to improve efficiency and design quality while supporting accountability and consistency.
- Brought 17 brand Web sites in-house, improving brand consistency, reducing design/development costs, establishing CMS platform, and streamlining processes.
Led in developing 6 ecommerce Web sites which are consistently increasing in revenue generation and serve as brand models for retailers. Site designs for Fruit, Russell Athletic and Spalding are **still featured on the Amazon WebStore marketing pages: [1](#) [2](#) [3](#)**
- Improved workflow efficiency and streamlined creative processes for the catalog design, print advertising, signage, Web design and photography departments.
- Researched, built a business case and process flow, and established an in-house digital asset management system in collaboration with the DCoE and IT teams.

Client Services Manager

Network Media Group, Louisville, KY (2006-2007)

Led client relations, design, support, and creative vision while managing a team responsible for content development, e-marketing, and design for eight high-traffic Web properties.

- Enhanced client advertising quality and organic search engine rankings.
- Interfaced with IT to redesign UI/UX of Web based content management systems.

Areas of Expertise

Creative Vision

Campaign Development

Creative Management,
Mentoring and Leadership

Strategic Problem Solving

Brand Development

Process Improvement

Client/Vendor Management

Client Presentations

UI/UX Design

Front-End Development

Web Architecture/Design

Print Design

Digital Marketing

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Professional Experience Continued

Creative Director

Clark Nikdel Powell Advertising and Public Relations, Winter Haven, FL (1999-2004)

Joined peer agency to deliver fresh ideas for process and design as a creative consultant. Led creative teams and clients through the project lifecycle including campaign development, design, photo art direction, pre-press, and digital and print implementation. Built effective client relationships, pitching creative concepts to land new accounts.

- Served as creative design expert, QA consultant and project manager for outdoor, print, Web, and interactive design projects.
- Ensured design integrity across deliverables through testing and press-checks.
- Worked with partners to design a new agency Web site and build agency intranet to improve job tracking and billing.
- Negotiated with vendors to acquire favorable pricing and ensure deadlines were met.

Creative Director/Partner

Chameleon Group, Inc., Lakeland, FL (1992-1999)

Founded this design agency to elevate creativity and design across an array of clients and industries. Led new account pitches while managing company business operations including process development, yearly budgets, and staff. Guided concept, design, and branding across print and direct mail campaigns, packaging, POP, brand identities and guidelines, digital presentations, signage, interactive media, and trade show packages.

- Redesigned and rebranded the Publix private label food line, environmental graphics, and POP materials in collaboration with Publix Super Markets Creative Design Group.
- Reinvented and established brand identities and advertising campaigns for clients across various industries, setting new standards for excellence in creativity, content, and design.
- Modeled creativity and design excellence to local industries and competitors through speaking engagements and major wins at awards shows.
- Ensured consistent print quality through press-checks and liaised with agency vendors to negotiate pricing, procedures and delivery.

Education & Training

Bachelor of Science in Broadcast Design, Oral Roberts University, Tulsa, OK
- Earned Top 10% scholarship, Graduated Magna Cum Laude

Graduate of the Dale Carnegie Training Course
- Received Human Relations Award and Dale Carnegie Course Book Award.

Certified in Adobe Creative Suite, QuarkXpress, Brainbench and Google SEO

Awards & Recognition

AAF Addy Awards, Best of Show, Best of Category and People's Choice Awards

Multiple projects featured in "The Best of Brochure Design" annuals

Recognized as "Ad Man of the Year" by the Imperial Polk Advertising Federation

Technical Skills

Design Tools:

QuarkXPress
Adobe Creative Cloud
Microsoft Office 365

Digital Tools:

HTML5
CSS3
JavaScript
jQuery
Angular
Java Development
Axure
Balsamiq

Print:

Extensive pre-press expertise and thorough understanding of printing processes

CMS Applications:

Vignette
TeamSite
WordPress
Amazon SellerCentral
SharePoint

E-mail Broadcast Tools:

ExactTarget
Constant Contact
iContact
MailChimp

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"Creative Direction is championing the intersection where Art Direction & Design meet Strategy."