

David Sloan

Design & Creative Director

With extensive experience in creative development and management, I am pursuing an opportunity to further my career in marketing excellence using innovative, experiential and brand focused approaches. My teams have described me as an **inspiring and challenging leader**. I recruit and mentor, motivating individuals to produce the highest-quality deliverables. Throughout my career I have developed exceptional communication and collaboration skills working with agencies, clients, vendors and executive teams. I approach **problem solving** both analytically and creatively to formulate successful solutions, while establishing and operating within procedural guidelines to drive efficiency.

Professional Experience

Creative Director

CafePress, Marketing Group, Louisville, KY (2015-Present)

Responsible for directing the visual transformation of the company brand and execution of marketing materials across multiple channels including print, email, social, ecommerce, Web, SEM, direct mail, corporate collateral, signage, and branding.

- Built an in-house team delivering agency-quality creative design and replacing the need for outside agencies.
- Built new brand along with requisite brand, typography, and photography guidelines with representative brand book.
- Developed new standards for product photography, built an in-house studio and established a digital asset management system.
- Worked with development and engineering teams to improve site UI/UX, brand consistency and overall visual appeal.
- Directed campaign development with external PR and creative agencies.

Creative Director

Fruit of The Loom, Inc., Digital Center of Expertise, Bowling Green, KY (2007-2015)

Built an in-house Digital Creative Agency from the ground up through recruiting, managing and mentoring new talent. Established and maintained the creative vision and strategy for marketing initiatives through research and development creating best-in-class deliverables. Led UI/UX for internally developed Web based applications including custom intranet, internal applications, digital asset management system, customer portal, and Salesforce.

- Established best practices in design and automated development processes to improve efficiency and design quality while supporting accountability and consistency.
- Rebuilt and rebranded 17 company brand Web sites, reducing design/development costs and improving maintenance processes and turn around. Converted 6 of these sites to ecommerce, adding a new vehicle for revenue generation. The sites also served as brand models for retailers.
- 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.
- Managed creative and branding for agency of record.



Areas of Expertise

Campaign Development

Creative Management,
Mentoring and Leadership

Strategic Problem Solving

Brand Development

User Experience

UI Design/Development

Web Architecture/Design

SEO

Print Design

Social Media

Digital Marketing

Process Improvement

Client/Vendor Management

Creative Presentations

Data/Analytics

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Professional Experience Continued

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.

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.

- Creative lead on multiple accounts including Central Florida Visitors and Convention Bureau, Central Florida Sports Marketing, Central Florida Business Development, Bok Tower Gardens, Cypress Gardens.
- QA lead on press checks, and project manager for outdoor, print, Web, and interactive design projects.

Creative Director/Partner

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

Built this design firm from the ground up and over several years led new account pitches, managed company business operations including process development, yearly budgets, and staff. Concept, design, and branding lead 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.
- Developed new brand identities and advertising campaigns for clients across various industries, setting new standards for excellence in creativity, content, and design.

Education & Training

Bachelor of Science in Broadcast Design, Oral Roberts University, Tulsa, OK

- Earned Top 10% scholarship, Graduated Magna Cum Laude

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

My Toolbelt:

Design Tools:

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Quark Xpress

Business Tools:

Microsoft Office 365
SharePoint
SmartSheet

Development:

HTML, CSS/SCSS/LESS with a working knowledge of JavaScript and JQuery.

Print:

Extensive pre-press expertise and thorough understanding of printing processes and press checks.

CMS Applications:

WordPress
Amazon SellerCentral

E-mail Broadcast Tools:

ExactTarget
Constant Contact
iContact
MailChimp
SurveyMonkey

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