

Creative Direction

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





David Sloan

A **dynamic, visionary leader** who guides teams to develop and implement strategic brand projects for B2B and B2C marketing. A **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 combines a background in Engineering with a successful career in design to formulate unique creative solutions while operating within procedural guidelines that drive efficiency. An **inspiring leader** who mentors creative teams, motivating them to produce high quality deliverables on time and within budget.

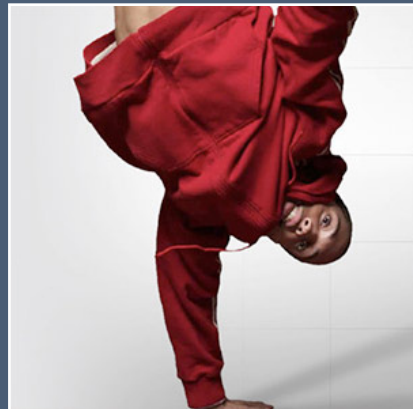
Professional Experience

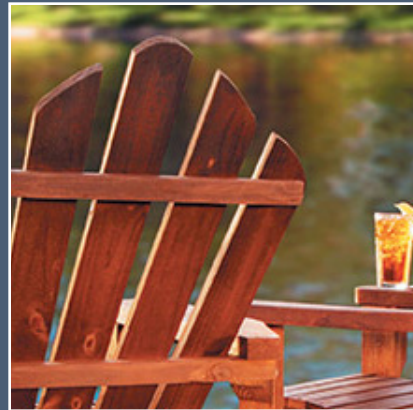
Creative Director

DCOE, Fruit of The Loom Inc., Bowling Green, KY (2007-Present)

Built a new in-house Digital Creative Agency from the ground up by recruiting and managing new talent to develop an effective creative team. Inspired the team to achieve excellence in all operations while managing workloads. Established and maintained creative vision for digital platforms based on market research. Supported design quality and brand integrity across digital design, catalog, and photography teams. Focused on consumer needs to steer content development, define brand standards, and support experiential design.

- Established best practices in digital advertising and automated processes to improve efficiency while supporting accountability and consistency across digital marketing and design.
- Brought 17 web sites in-house to improve brand consistency, reduce expenses, and simplify updates.
- Collaborated with internal IT to implement e-commerce and content management in six brand web sites that brought in over 5 million in additional revenue and serve as brand models.
- Improved workflow efficiency and streamlined the creative process for the design, front-end development and photography departments.
- Researched and built a business case and process flow for an in-house digital asset management system in collaboration with the Production Coordinator.





Client Services Director

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

Led client relations, service and support, guiding the creative vision while managing a design team responsible for content development, e-marketing, and design for eight high traffic news web sites.

- Enhanced client advertising organic search engine rankings.
- Integrated with IT to facilitate the migration of web sites to new development platform.

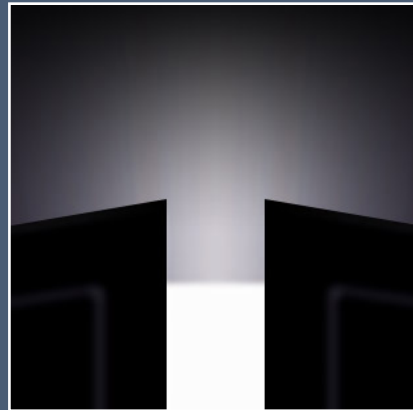
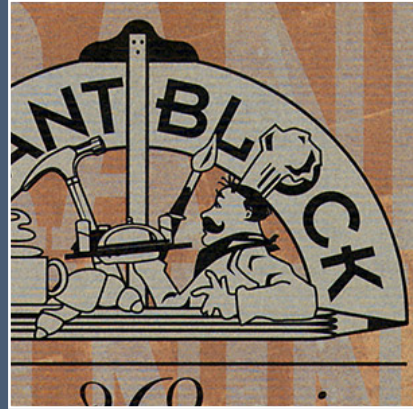
Creative Director

Clark, Nikdel, Powell, Winter Haven, FL (1999-2004)

Delivered fresh ideas for process and creativity to this well-established advertising agency as a creative consultant. Led in-house design teams throughout the project lifecycle including photo art direction, pre-press, and digital and print implementation. Built effective client relationships, pitching creative concepts to land new accounts.

- Steered negotiations of pricing with customers on open item products.
- Served as subject matter expert and project manager for digital and print design projects.
- Assured quality of print and web materials through testing and press-checks.
- Directed build of agency intranet to improve job tracking and billing.
- Negotiated with vendors to acquire favorable pricing and ensure that deadlines were met.

Professional Experience continued

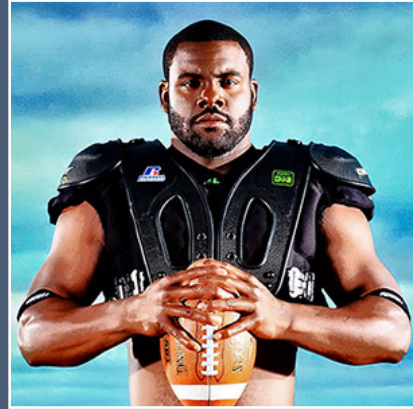


Creative Director/Partner

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

Founded this organization in collaboration with partners. Directed new business development while managing all business operations including process development, yearly budgets, and staff. Guided concept, design, and branding across print advertising, web sites, direct mail, digital presentations and trade shows. Delivered POP, logos, stationary packages, digital presentations, and signage.

- Redesigned and rebranded the Publix private label food line in collaboration with Publix Super Markets Creative Design Group.
- Reinvented the brand for a large telecommunications client, setting a new standard of design expectations and quality in the industry.
- Mentored and trained peer agencies on creative applications, new design methodologies, and outsourcing.
- Ensured consistent quality by liaising with agency vendors to negotiate pricing and schedules.



Education and Training

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

- Earned Top 10% scholarship

Dale Carnegie Training Course Graduate

Certified in Adobe Creative Suite and QuarkXpress, Brainbench

Google SEO Training Certification

Technical Skills

- Design Software: QuarkXPress, Adobe Creative Cloud, Microsoft Office
- Programming: HTML5, CSS, JavaScript
- Web CMS Applications: Vignette, TeamSite, WordPress, Amazon SellerCentral
- E-mail Broadcast Applications: ExactTarget, Constant Contact, iContact, MailChimp
- Extensive pre-press knowledge and thorough understanding of printing processes

Awards

Numerous Advertising Federation Awards (Addys) and People's Choice Awards

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Portfolio:

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