

JAMES BROWN

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JAMESBROWNCREATIVE.COM

SUMMARY

Award winning creative professional with more than 15 years of experience in corporate and agency settings with specialties in team leadership, design, advertising, and branding.

SKILLS

- Leadership of creative teams and contractors including graphic design, video, photography, traffic, web development, writing, PR, and production
- Branding
- Advertising & Marketing Strategy
- Project Management
- Campaign Development
- Media Planning
- Presentations & Pitch
- Production requirements in digital, search, print, social, outdoor, and other forms of media
- Media Buying
- Budget Management
- Contract Negotiation
- Website Design
- Art Direction & Graphic Design
- Illustration
- Mac/PC
- Microsoft Office
- Basic HTML/CSS
- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Adobe Acrobat Pro
- Adobe Bridge
- Adobe XD

WORK EXPERIENCE

TURNSTILE ADVERTISING

Art Director *July 2019 - Present*

Art direct and design advertising materials for clients such as Six Flags, Palace Entertainment, Apex Parks Group, H2OBX and Speed North America. Regular projects include logos, print collateral, in-park signage, outdoor advertising, digital, social assets, packaging and more.

BROWN SHARK ADVERTISING

Founder *January 2020 - Present*

Boutique agency with capabilities in advertising, website design, branding and creative services. Typically act as an extension of in-house marketing teams for clients.

SAGORA SENIOR LIVING

Corporate Director of Marketing *May 2018 - July 2019*

Directed in-house marketing team for one of the nation's top 50 senior housing operators and its 40 senior living communities. Oversaw department efforts in SEO, SEM, TV, radio, print, design, public relations, website, and social media. Managed all advertising budgets totaling \$1M+ annually. Implemented new programs that focused on data, conversion and ROI. Developed and presented marketing plans for communities, acquisitions and new construction.

Marketing Art Director *January 2018 - May 2018*

Managed design team, visual standards and brand assets for parent company and all facilities. Designed numerous materials for website, social media and print campaigns.

PERSONAL TRAINER FOOD

Creative Director *October 2015 - January 2018*

Directed brand standards and creative for Personal Trainer Food and sister brand, Fudoozie. Assisted the director of sales in managing and improving digital and traditional marketing initiatives. Implemented brand guidelines and spearheaded complete website redesign for improved conversion, SEO, and consumer perception. Performed regular art direction, graphic design, and vendor management duties. Designed UX/UI for mobile app. Managed a team of specialists in web development and graphic design.

NEIGHBORLY (FORMERLY THE DWYER GROUP)

Creative Director *October 2012 - October 2015*

Directed visual standards and creative projects for The Dwyer Group, all subsidiary franchise brands, franchisees, and 60-person in-house agency. Managed department budget of \$750k+. Maintained and improved brand standards while working with corporate offices, franchisees, vendors, and outside agency partners to develop effective local, national and international campaigns. Managed multi-channel marketing platform that provided assets and marketing automation services to franchisees. Improved creative processes, elevating quality and quantity of work each year. Directed event creative for system-wide annual conference of 2,000+ attendees.

Senior Graphic Designer *February 2009 - October 2012*

Managed a team of graphic designers. Implemented brand standards and streamlined art production process. Developed and executed the visual identity for The Grounds Guys. Produced cross-media grass-roots campaign for The Dwyer Group and subsidiary brands promoting the appearance of then CEO, Dina Dwyer Owens on the acclaimed TV show "Undercover Boss."

Graphic Designer *June 2006 - February 2009*

EDUCATION

SAVANNAH COLLEGE OF ART AND DESIGN

Bachelor of Arts, Visual Communications with Concentration in Advertising, Cum Laude

TEXAS STATE TECHNICAL COLLEGE WACO

Associate of Applied Science, Commercial Art and Advertising

SKILLPATH CERTIFICATE, MANAGEMENT & BUSINESS ETHICS

ASSOCIATIONS

TEXAS STATE TECHNICAL COLLEGE

Visual Communication Technology Advisory Board Member *January 2008 - Present*

Provide consultation alongside other industry professionals on student and program development. Participate in portfolio reviews and mock interviews for graduating students.

HONORS & AWARDS

AMERICAN ADVERTISING FEDERATION - WACO, TX CHAPTER

Recipient of 29 ADDY awards from 2006 to 2015 at varying levels for creative direction, illustration, and graphic design.