

# GEORGE ALAN

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## ART DIRECTION – BRAND MANAGEMENT – MARKETING

### SUMMARY

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Creative leader with 10+ years of experience in developing brand representation and creative strategies for corporations across multiple industries. Successful in directing and implementing a broad range of revenue-generating projects from concept to launch. Adept at translating business requirements into effective marketing and advertising campaigns. Skilled in partnering across departments to build consensus and ensuring projects meet all milestones, deadlines, and budget requirements.

### SKILLS/DESIGN PROJECTS

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- Flyers & Postcards
- Logos & Letterheads
- Billboards & Signage
- Magazine Covers
- Brand Management
- Trade Show Design
- Packaging Design
- Catalog Design
- Social Media Marketing
- Television Graphics
- Video Production
- Web Site Design

### PROFESSIONAL EXPERIENCE

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ABC CORPORATION | Atlanta, GA

2019 – Present

#### **ART DIRECTOR**

Develop new brand guidelines, creative strategies, and workflow processes for 5 brands under the ABC umbrella that increased production by 10%. Executed all visual content from concept to launch, including brick and mortar brand standardization, print, and email marketing.

#### **Achievements/Results**

- Rebranded a new healthcare website that resulted in a 26% increase in customer traffic within the first 2 months of launch, 30% increase in service inquiries, and 50% increase in revenue in 2020.
- Created and implemented marketing strategies, increased brand awareness through targeted campaigns, and developed overall brand and identity resulting in 50% increase in revenue.
- Provided technical leadership with conceptualized, organized and facilitated branding, advertising, marketing deliverables and special events for businesses and individuals.

ABC CORPORATION | Atlanta, GA

2016 – 2019

#### **MARKET DEVELOPMENT MANAGER**

Defined and integrated marketing strategy, segmentation, product specifications, positioning, promotional mix, lead generation, ROI metrics, pricing, and product road map evolution. Develop marketing strategies for new product releases, including online, television, in-store promotions, and direct marketing events.

#### **Achievements/Results**

- Spearheaded major product launch that led to multi-million dollar worldwide sales within 18 months.
- Increased revenue by 42% through the development and execution of strategic marketing plans and programs, including TV, radio, direct mail, newspaper, online, search engine optimization, and email.

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- Pioneered new search engine optimization (SEO) marketing program that generated 52 top 5 rankings against select key words with 5.50% visibility score.
- Created, tested, and measured email marketing programs for new, existing, and former clients.

XYZ CORPORATION | Atlanta, GA

2013 – 2016

### **Product Manager**

Managed \$4 million product line comprised of digital electronics, real-time software, and engineered mechanical subsystems. Led marketing strategy, pricing, sales, forecasting, sales tool development, sales force training, competitive analysis, and lead generation programs. Directed a team comprised of 8 product specialists responsible for creating website content and product literature.

### **Achievements/Results**

- Increased profits by 3-7% for 8 consecutive years.
- Built company brand from inception to worldwide presence and grew international customer base to more than 2000 accounts.
- Initiated email marketing campaign against client database, achieving a 13% increase in retention and 11% boost in unique clickers at a .28% unsubscribed rate.

SMART ADS, INC. | Atlanta, GA

2010 – 2013

### **Director of Marketing**

Managed 15 employees and multiple 3rd party teams comprised of marketing managers, marketing assistants, media managers, graphic designers, communications managers, communications specialists, web developers, webmasters, and interns. Led teams responsible for product implementation, social media, reputation management, PR, and graphic design.

### **Achievements/Results**

- Spearheaded the coordination, management, and execution of 25 national trade shows that generated 30% in annual revenue.
- Conceived, designed, implemented, and measured creative lead generation ideas that produced 15% of new sales.
- Improved three company websites that resulted in significant sales increases and client retention.
- Developed and executed marketing strategies that helped this local SEO firm become the 34th fastest-growing company in the country.
  - ✓ Spotlight Magazine's 500/5000 recognition in 2010 (113th fastest growing company in US), 2011 (84th), 2012 (#1401) and 2013 (#3266).
  - ✓ Radar Technology Fast 100 recognition in 2012 (#39), 2013 (#46), and 2014 (#283).
- Promoted to director role as a result of consistent excellent performance and growth.

## EDUCATION & TRAINING

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**BA in Marketing**, Columbus State University, Columbus, GA

Pragmatic Marketing Seminar: Product Launch Essentials  
Pragmatic Marketing Seminar: Effective Product Marketing  
Marketing Seminar: Brand Design and Management