

Accomplished, Results and Solutions-Oriented Executive Creative Experience Director

I am an executive creative leader specializing in delivering innovative and strategic solutions to both internal and external brands with a focus on developing engaging experiences and results-oriented branding by leading, mentoring and growing multi-discipline, high-performance creative teams.

- Extensive and diverse experience managing and mentoring cross-functional creative and digital teams to thrive and deliver optimum creative solutions based on the specific, strategic needs of the consumer and organization;
- Exceptional ability to define and execute creative vision proven to engage your customers and enable successful ROI through cost-effective sales, marketing and creative programs;
- Proven success in consistently building strategic, innovative and creative solutions that can establish and revitalize the vision and direction of your brand and your customer's needs.

Core Attributes

- Omni-Channel Strategy
- ROI: Budgeting and Forecasting
- Resource Allocation, Prioritizing
- Research & Analysis
- Team Development, Mentoring
- Cross-Functional Management
- User Experience (UX)
- Customer Experience (CX)
- Creative Concept Generation
- Brand Strategy & Identity
- Campaign Dev. & Mgmt.
- Consumer Trend Monitoring
- Data-Driven Design
- Visual & Interaction Design:
- Web, Mobile, UI, Email, etc.
- Product & Services Development
- Video Production
- Emerging Tech: VR, AR, Voice,

Professional History

Sparxoo Digital Agency | Director, Brand Storytelling | May 2018 – Present

I lead the Storytelling Center of Excellence which includes a full-range of agency creative services including interaction, branding, design, content, copywriting and video production. My focus has been on rebuilding the team and service offerings as well as exercising my extensive experience with the creative process to develop/build the creative infrastructure for the agency.

- Lead the branding process (workshops, messaging, visual, interaction, etc.) and strategy for 20+ direct-to-consumer brands laying the foundation for brand success;
- Lead the creative strategy and planning to help the secure the agency a 75% win-rate for RFPs in 2019;
- Developed and implemented critical creative processes and best practices to improve team workflows, increase creative output by 26%;
- Raised the bar for creative excellence through caring, personalized mentorship, skills-development and creative direction resulting in a 125% increase in award-winning projects;
- Established the importance of creative strategy and creative process to reposition the agency from task-focused to strategic partner for various existing and new clients;

The Coca-Cola Company | Director, Coca-Cola Studios | June 2015 – December 2017 | Sr. Manager, Creative Strategy and Execution | April 2011 – June 2015

Responsible for leading Coca-Cola Studios and managing the teams, business models and services. Coca-Cola Studios is The Coca-Cola Company's in-house creative strategy and execution group. Coca-Cola Studios offers a full range of in-house services including graphic design, presentation design, web design, mobile development, custom interactive development, content development, strategic surveys; video production, meeting & event production and creative project management.

I grew the in-house creative team from a small, under-utilized production resource into a highly creative, strategic and effective resource with some of the best creative talent in the industry within The Coca-Cola Company.

- Rebuilt and restructured in-house creative team to perform at or exceed agency-level quality in a high-pressure, quality-focused, short-timeline environment by developing and executing an extensive three and five-year strategic growth plans;
- Added and grew new services such as copywriting, content development, mobile development, virtual and augmented reality, voice design, etc. in addition to coaching and hiring new skill-sets to meet the new standards of quality set forth in my planning;
- Increased overall project volume by 86% and average project size by 181%;
- Consistently increased internal revenue by a minimum of 24% annually since 2012 (overall revenue growth is 213% increase from 2012 through year-end 2016);
- Increased client satisfaction ratings in year-one by 35% and have driven these ratings to a sustained level between 81-86% completely and mostly satisfied clients;
- Worked with architects and builders to design and build out new creative studio spaces and cutting-edge video production facilities;
- Designed and launched successful new video production business model and state-of-the-art video production facility that exceeded expected first-year revenue by 49%;
- Continue to drive over 40 hours of training and coaching for each direct report annually including personalized skills-specific training plans;

The Home Depot | Manager, Interactive Content and Blog | December 2009 – April 2011

Developed and executed the over-arching content strategy for the core homedepot.com ecommerce site and additional sites and properties through managing and developing the interactive content team to create effective and innovative customer facing content daily.

- Developed and executed the first corporate blogging strategy for Home Depot driving to create new revenue generating content daily and serving as editor-in-chief;
- Built and managed team of 11 content developers who worked closely with merchandising teams to develop daily interactive, short and long form content for homedepot.com;
- Managed the completion over 4800 projects, large, small and everything in between throughout the first 12 months and executed to meet all expectations and exceed them;
- Developed and managed editorial calendars for various forms of content for both daily and weekly promotional launches;
- Teamed with merchants, vendors and internal clients to create and develop intuitive and interactive customer-facing content from daily promotions to large-scale capital projects.

Benevolink Corporation | Vice-President, Marketing and Creative Director | April 2003 – November 2009

Manage and direct a staff of designers, artists, copywriters and marketing specialists including freelancers. Set the artistic direction and directed the creative staff in development and implementation of design and marketing concepts. Responsibilities include product development, consumer services, corporate strategy, business development and nonprofit sales strategy and all marketing programming.

- Developed, planned and coordinated a scalable market launch program proven successful by acquisition rates of over 15% of the consumers and 60% of the nonprofits in first market launch;
- Designed and implemented various programs for hundreds of retail and service partners resulting in over \$25 million in annual sales transactions resulting in over \$1 million dollars in annual charitable donations;
- Designed scalable and customizable marketing solutions and tools for over 1.2 million nonprofits to learn how to market and build stronger donation channels through the Benevolink platform;
- Initiated, developed and guided the company through major core product enhancements including corporate re-brand, the marketplace concept, product re-launch, new technologies programming and more propelling Benevolink into the leader in the charitable marketing coalitions industry.

More information at darrenjryan.com.