

# Brian Jennette

## Creative Lead, Brand Strategy & Design

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I'm the guy who makes brand systems bulletproof. I've led creative through acquisitions, scaled multi-brand portfolios in the retail convenience industry, and delivered millions in savings while increasing impact. My edge is the crossover: 3 decades as both a world-class creative and design leader, an extensive IT background that hard-wires me for process, data, and analysis, topped with the instincts of a musician (ask me about my band). When the pressure's on and the volume's high, I'm the one who keeps the work clean, the message sharp, and the brand trusted.

## Career Highlights

### Multi-Brand Creative Leadership

Post-acquisition by BP, expanded scope to oversee creative for Thorntons, ampm, and TA. Streamlined in-house processes, unified brand standards across markets, and scaled creative output to 6,000+ assets on a \$2M budget.

### Customer Engagement & Loyalty Growth

Led creative development and integration for the Thorntons' Rewards Program, directing campaigns and digital assets. Migrated 75K SMS users and grew loyalty platform to 1M digital subscribers in 1 year (now 10M+ accounts).

### Cost Optimization & Operational Efficiency

Delivered \$1.6M+ in annual savings at Thorntons by redesigning signage kits with standardized palettes, shifting from monthly to quarterly distribution, and producing multiple brand campaigns in-house.

## Experience

### Art Director & Designer | [Freelance](#) | 2010 – present

Direct and execute creative strategies across print, digital, web, photography, and video production, designing graphics and brand-driven creative tailored to each client's vision. Partner with lifestyle brands, organizations, and national talent to create design and media that elevate visibility and engagement across platforms.

**KEY CLIENTS:** Louisville Metro Parks • Insomnia Nightclub • *American Idol* contestants • Mothership 502 • YakStock Music Festival • Terry Harper Productions • AnthemBoy Skateboards • Home Skateshop • Tiny Skateshop • ProQuality Skateshop • BECO • Unfazed Apparel • Dirlits Gaming

### Creative Lead, Graphics & Digital Media | [BP](#) | 2023 – 2025

Promoted during Thorntons' acquisition by BP, taking on expanded multi-brand scope across Thorntons, ampm, and TA. Developed, designed, and directed best-in-class creative across markets, reinforcing brand identity and driving engagement while overseeing in-house videography services.

#### KEY IMPACTS

- Designed and directed creative across 3 brands, aligning strategy and production of 6,000+ assets annually within a \$2M budget.
- Cut costs and boosted efficiency by systematizing brand standards across 3 brands and producing 4,500+ assets in-house.
- Developed training guides and led 3-month program to transition creative ops to BP's Mumbai team with full brand alignment.
- Maximized ROI on \$2M creative budget by developing and enforcing brand standards across Thorntons, ampm, and TA.
- Earned multiple Silver and Gold Awards through BP's recognition system for high-impact contributions.

**Graphics & Digital Media Manager** | **Thorntons** | 2012 – 2023

Promoted to lead brand and creative strategy, managing 3 creative teams (Social Media, Internal Creative, Rewards Program) plus agency partners. Directed and designed high-visibility initiatives across signage kits, print, digital, packaging, environmental assets, and in-store experiences, enforcing brand standards and driving cohesion. Oversaw in-house photography, food styling, video recording, and editing to support campaigns, interviews, and product launches. Maintained competitive positioning by monitoring competitor promotions and creative strategies in food and beverage and C-Store markets.

**KEY IMPACTS**

- Grew Rewards Program to 1M digital subscribers in 1 year; produced 1,500+ social and digital assets.
- Contributed to YOY sales growth by designing promotional signage that influenced purchasing decisions.
- Pitched and managed \$400K agency contract for new website with complex loyalty integration, including multi-state travel.
- Supported a multi-million-dollar loyalty platform contract by overseeing creative integration and user experience.
- Saved \$60K annually by insourcing multimedia production, creating video, photo, and audio assets for in-store and events.
- Spearheaded A/B testing to evaluate price- vs. image-focused approaches and product messaging in different markets.

**Instructional Designer** | **Thorntons** | 2009 – 2012

Designed curricula, storyboards, and multimedia content for e-learning, classroom, and instructor-led workshops, while contributing to creative design projects that sparked promotion into the creative team.

**KEY IMPACTS**

- Produced and directed multimedia for annual General Manager Conferences; work recognized through company awards.
- Improved accessibility and learner comprehension by simplifying and programming training content within the LMS.

**Telecom Manager** | **CompuCom / GE**

Oversaw 2 departments (21 staff) managing 30K devices for GE’s Consumer & Industrial Division. Helped secure a \$1.2M opportunity with Fidelity, saved \$86K+ in annual operating costs, generated \$30K in revenue, and reduced resolution time by 70%.

**Technical Support Lead** | **Charter Communications**

Designed 100+ training and communication materials including guides, brochures, newsletters, websites, interactive presentations, and multimedia resources (video/DVD, intranet).

**Skills**

Creative Direction & Execution	Store Design & In-Store Experience	Marketing & Consumer Insights
Brand Strategy & Positioning	Seasonal Campaign Development	Agency & Vendor Management
Art Direction & Visual Storytelling	Packaging Design & Print Production	Project & Budget Management
Cross-Functional Team Leadership	Photo & Video Shoot Direction	A/B Testing & Process Optimization
Integrated Campaign Execution	Audio Engineering	Brand Guidelines & Standardization
Retail & QSR Brand Marketing	Multimedia Content Production	Digital Asset Management (DAM)

**Education**

**Graphic Design** | Jefferson Community College