



CREATIVE PROJECT MANAGER

CREATIVE COORDINATOR

EXPERIENCED DESIGNER

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OPEN TO RELOCATE

SKILLS

Creative Project Management • Creative Production • Process Mapping • Logistical Planning • Risk Mitigation • Resource Allocation • Budget Management • Vendor Relationships • Art & Creative Direction • Graphic Design • PrePress Output • Web Administration • Team Leadership

Self Motivated • Detail Oriented • Efficiently Organized • Acutely Foresighted • Purpose Driven • Keen Communicator

CAREER HIGHLIGHTS

Project Manager: Delivered 22+ new product activation campaigns in 7 months, on time and under budget, increasing new customer base by 80%

Project Manager: Guided production of 3 highest profit campaigns including the largest net profit month in brand history

Production Manager: Delivered 38 publications in 9 months under tight deadlines within a fast-paced environment

Professional Summary:

Multi-disciplined creative with two decades of agency, brand and entrepreneurial experience. Passionately supporting 360° campaign project management and marketing asset production with over 50 successful clients in both B2C and B2B sectors.

2010 Current

[R]BRANDCREATIVE • FREELANCER

Professional Creative Services: Branding / Collaterals / Web

Founded business as a part time, independent creative service for providing marketing and design support to agencies, start-ups, personal and established brands. Servicing over 50 clients with 1,500+ digital and print assets for websites, trade shows, presentations, training and sales collaterals.

- Guiding design consistency in conceptualization, ideation, strategy and execution of creative assets in alignment with brand standards, business objectives, project goals and stakeholder investment
Establishing brand identity for new products and services with logo design, typography, copywriting, design systems, and online web development
Strategically developing end-to-end creative processes and control cycles for task break-downs, resource allocation, budget management, risk mitigation and project closeout
Building continued partnerships with outside vendors, contractors and creative talent for a reliable, robust network

CLIENT LIST: Oakley, Shimano, TOMS, WestPak, Blenders Eyewear, Culture Partners, AmeriCare Health & Retirement, Tony Horton Life, OC Norml, Leaf and Lion, Knox Theological Seminaries

2023

BLENDERS EYEWEAR

Senior Project and Creative Manager

Reporting to the VP of Creative, responsible for facilitating fast-paced, creative production and project planning for 360° campaigns and brands Q3 and Q4 promotional launches.

- Led project mapping, timing, and strategic workflow cycles for asset production on multi-channel campaigns including retail, web, social, email and performance marketing
Employed agile, day-to-day planning under tight deadlines on project scoping, task assignments, priorities, outsourcing, budgeting and conceptual development
Owned creative brief intakes and delegation of tasks, priorities, timelines, reviews, approvals, and delivery in line with business objectives from all marketing channels
Facilitated cross-departmental updates with stakeholders on goal alignment, scheduling, resource allocation, risk mitigation, productivity and post-mortems from creative team
Led photo and video production securing talent, location, travel, resources and budget while actively assisting on-set ensuring alignment of project goals
Cultivated ongoing communication in brand partnerships with key stakeholders on project briefs, timelines, production schedules, deliverables and asset delivery

2023 2022

PURPLE CARROT

Senior Creative Workflow Manager

Working under Creative Director, took ownership in the management of production for all marketing channel deliverables including bi-monthly publication and all creative requests.

- Owned strategic development and improvements of creative operations, insuring artistic direction, brand standards, stakeholder investment and cross-department functionality
Responsible for end-to-end project cycles from brief intakes, project scoping, task assignment, scheduling, capacity planning, risk mitigation, budgeting and resourcing
Point of contact with cross-departmental leads facilitating routine production meetings on project status, identifying risks and scope realignment
Cultivated effective partnerships with vendors, talent, and outsourced agencies for contract negotiations and purchasing in alignment with budget goals

HIGHLIGHTS CONT'D

Process Strategist: Streamlined creative workflow process for 30% efficiency increase, 70% error rate reduction and 10% quarterly cost reduction

Web Developer: Designed and launched Magento themed e-commerce platform for new product activation in 4 months, boosting new revenue by 65%

Senior Designer: Successfully rebranded 5 new product lines of 200+ products to increase brand revenue by 65%, customer retention by 70% and new customer acquisition by 40%

Creative Service Provider: Successfully developed, branded and launched 100+ WordPress themes since 2010

Brand Advocate: Active member to brands DEIB Council and Sustainability Committees

SOFTWARE

Adobe Creative Suite • Adobe Photoshop • Adobe Illustrator • Adobe InDesign • DropBox
Asana • Basecamp • Monday • Slack • Google Workspace • G Suite • Microsoft Office • DAM's • WordPress • Content Management Systems • Canva • Adobe Sketch • Figma • Shopify • Powerpoint • Smartsheet • Hubspot •

EDUCATION

CALIFORNIA STATE UNIVERSITY, FULLERTON

Bachelor's Degree
Art & Graphic Design

IRL

Adventurer • Outdoorsman
• Bluesman • Foodie
• Fatherly Advocate • History Buff

Experience continued...

2021 |
2019 |
EUFORA BEAUTY AND WELLNESS
Senior Designer

Reporting to Creative Director and Education Director in the design and production of all educational course materials and learning tracks for both on and offline channels.

- Senior Designer maintaining brand standards in the production of all educational course catalogs, event announcements, quarterly webinars, and yearly galas
- Actively implementing new brand standards in the updating of product packaging, course catalogs, slide presentations, B2B digital assets, and e-comm channels
- Responsible for development and maintenance of brands educational Shopify porthole with page design, asset creation, user funnels, and app functionality
- Took ownership of securing and re-cataloging the brands 30k+ image library through naming conventions, consolidation, and backup to both off and online servers

2019 |
2012 |
ENJOY HAIRCARE
Web Developer | Senior Designer | Art Director

Reporting to Art Director and Digital Marketing Director in the designing and development of brands online channels and marketing collaterals for emerging products and services.

- **Web Developer** | Owned the strategic re-design and development of brands flagship, community based website utilizing PHP/HTML/CSS WordPress custom theming
- **Senior Designer** | Spearheaded creative development of brand guidelines ensuring consistency in existing and new product packaging, educational programs and customer marketing assets
- Lead the production of digital and print deliverables for product packaging, marketing collaterals, website graphics, video set production and product partnerships
- **Jr. Art Director** | Partnered with Creative and Digital Marketing Director on emerging product development and awareness campaigns including video and creative packaging

2010 |
2007 |
HORIZON MARKETING
Senior Designer

Reporting direct to agency's Art Director in the development of corporate branding and trade show materials for B2C manufacturing and supplement industry.

- Owned brand development for clients in the designing of guideline books, trade show materials and HTM/CSS bases landing pages
- Point of contact for vendors and third party resources for production output, scheduling and delivery of trade show floor and booth deliverables

2007 |
2002 |
LAK ADVERTISING
Senior Designer

Reporting direct to agency's Account Representatives in the designing of printed direct marketing assets and event campaigns for Harrah's Casino VIP customer base.

- Senior designer leading production of over 200 variable data driven, direct mail marketing collaterals for customer-targeted promotional events
- Owned the planning and development of brands first online website employing information architecture, User Flow, HTML/CSS coding and digital graphics creation

CERTIFICATIONS

Project Management for Creatives

Issuer: *LinkedIn/PMI* | November, 2023

Cert #: 9c5cdbbdfef829af58c472dc87d026d3

Level 1 Creative Project Management

Issuer: *Creative Project Management Academy*

Cert #: 6b31a47d | January, 2024