



CREATIVE  
PROJECT MANAGER

STRATEGIC  
CREATIVE

EXPERIENCED  
DESIGNER

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#### SKILLS

Creative Project  
Management & Production

Process Mapping

Risk Mitigation

Resource Allocation

Budget Management

Art & Creative Direction

Graphic Design

PrePress Output

Web Administration

#### SOFTWARE

Adobe Creative Suite

Google Suite

Figma

Shopify / WooComm

DAM's

#### PM TOOLS:

Asana

Monday

Basecamp

#### EDUCATION

CALIFORNIA STATE  
UNIVERSITY, FULLERTON

BACHELOR OF ARTS

Art & Graphic Design

## Professional Summary:

Dynamic creative leader with extensive experience in agency, brand, and entrepreneurial ventures. Committed to excelling in 360° campaign project management and marketing asset production. Demonstrated success with 50+ clients across B2C and B2B sectors.

CRNT [R]BRANDCREATIVE • FREELANCER

2010 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.*

- Spearheading the consistent conceptualization, ideation, and execution of creative assets to harmonize with brand standards, business objectives, and project goals.
- Crafting distinct brand identities: from logo design to typography, copywriting, and online web development, pioneering new products and services.
- Strategically mapping end-to-end procedures, ensuring optimal resource allocation, budget management, and risk mitigation for project success.
- Nurturing strong alliances with external vendors, contractors, and creative talents, fostering a diverse and reliable 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

*Collaborated with the VP of Creative, responsible for facilitating fast-paced, creative production and project planning for 360° campaigns and brands for promotional launches.*

- Drove creativity and efficiency by orchestrating multi-channel campaigns from concept to delivery.
- Contributed to the execution of viral campaigns, resulting in an unexpected 5% surge in lead generation attributed to heightened brand awareness.
- Strategized agile workflows to navigate tight deadlines and complex project scopes with precision.
- Seamlessly coordinated creative briefs, task delegation, and timelines across marketing channels.
- Fostered collaboration to align goals, resources, and productivity across departments for optimal results.
- Managed production, partnerships through clear communication and alignment.

2023 PURPLE CARROT

2022 Senior Creative Workflow Manager

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

- Championed strategic evolution of creative operations to ensure artistic direction, brand integrity, and stakeholder engagement.
- Directed end-to-end project lifecycles: from brief intakes to risk mitigation and budget management.
- Facilitated seamless collaboration across departments, identifying risks and realignment opportunities.
- Nurtured dynamic partnerships with vendors and agencies, negotiating contracts in line with budget objectives.

## CAREER HIGHLIGHTS

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

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Guided production of 3 highest profit campaigns including the largest net profit month launch in brand history.

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Delivered 38 publications in 9 months under tight deadlines within a fast-paced environment.

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

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Designed and launched Magento themed ecommerce platform for new product activation in 4 months, boosting new revenue by 65%.

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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%.

## Experience Continued...

### 2022 CULTURE PARTNERS

#### Strategic Designer

*Aligned with the VP of Marketing, responsible for creating and updating the brands IP training materials and supporting collaterals.*

- Strategic production of course training booklets of brand's IP services and products.
- Design and layout adaptation of marketing assets for use in 9 languages.
- Produced supplemental training materials for in-person workshops.
- Produced adaptable, self-managed asset creation workflow system for global sales team.
- Collaborated with cross functional teams to develop digital marketing assets.

### 2022 EUFORA BEAUTY AND WELLNESS

#### 2019 Senior Designer

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

- Elevated brand excellence across educational initiatives, events, and digital platforms.
- Enforced brand consistency by spearheading production of educational course catalogs, event announcements, webinars, and galas.
- Drove innovation by actively implementing new brand standards in product packaging, digital assets, and e-commerce channels.
- Crafted immersive experiences through development and maintenance of brand's educational Shopify portal with page design, asset creation, and user funnels.
- Streamlined operations through overhaul of brand's image library with strategic naming conventions, consolidation, and backup protocols.

### 2019 ENJOY HAIRCARE

#### 2012 Art Director | Senior Designer | Web Developer

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

- Led the strategic re-design and development of the brand's flagship, community-based website, leveraging PHP/HTML/CSS and custom WordPress theming.
- Directed the creative development of brand guidelines to ensure consistency across existing and new product packaging, educational programs, and customer marketing assets.
- Directed the production of digital and print deliverables, including product packaging, marketing collateral, website graphics, video set production, and product partnerships.
- Collaborated with the Creative and Digital Marketing Director on emerging product development, including creative packaging.