

# FIRSTNAME I. LASTNAME

[firstname.lastname.2018@gmail.com](mailto:firstname.lastname.2018@gmail.com)

Address - City - State - Zip Code

(212) 555-1212

## DIGITAL CREATIVE DIRECTOR

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Creative Director • Executive Creative Director • VP, Creative Director • Marketing Manager  
Brand Design • Team Management • Social Media Management • Creative Strategy  
Led Project Success • Won Major Clients • Grew Brand Awareness • Increased Conversion  
CLIO Award 2018 • ANA B2 Award 2018 • IAC Award 2017 • One Show Award 2016

## WORK EXPERIENCE

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**Company Name, Inc.,** New York, NY

**Jan 2015 - present**

**Digital Creative Director**

*Digital Marketing Agency*

- Generated \$x.xM from concepting and producing...
- Delivered a \$x.xM contract from campaign pitch for...
- Increased conversions by xx% through social media...
- Built relationships with xx brands for digital...
- Contributed creative leadership to a \$xxx rebrand...
- Oversaw art direction for xx major digital campaigns...
- Orchestrated omnichannel strategy worth \$xM for...
- Led art direction across x campaigns that went viral...

**Prior Company, Inc.,** New York, NY

**Jan 2011 - Jan 2015**

**Creative Director**

*Advertising and Digital Marketing Agency*

- Developed strong creative relationships with x F500...
- Led creative across x award-winning digital campaigns...
- Increased impressions for YouTube channel by xx% in...
- Grew Instagram followers to xxx for major client...
- Delivered creative leading to x.xM YouTube channel...
- Contributed to a combined xxx following across four...
- Gained a xx% conversion rate rise for an e-Commerce...
- Oversaw conceptual development of xx SM campaigns...

**Prior Company, Inc.,** New York, NY  
*Advertising and Marketing Agency*

2004 - 2011

**Creative Director**

**Jan 2010 - Jan 2011**

- Led a \$xM digital campaign for a major sports...
- Delivered xx rebrands designed for digital relevance...
- Created an omnichannel campaign resulting in a \$xxx....
- Achieved a click-through rate of xx% for e-commerce...

**Associate Creative Director**

**Jan 2004 - Jan 2010**

*Promoted From Associate Creative Director to Creative Director*

- Developed x digital campaigns resulting in a combined...
- Instigated banner ad concepts leading to a \$xxx contract...
- Created concepts for major client website with a \$xM...
- Increased digital membership by xx% for client's...

**Prior Company, Inc.,** New York, NY

**Jan 2001 - Jan 2004**

**Senior Art Director**

*Advertising, Marketing and Public Relations Agency*

- Contributed to bringing xx clients over to digital...
- Designed xx custom advertorial campaigns for...

**EDUCATION**

**Grad School University Name**

**2001**

**Master's in Precisely Specific Degree**

- Winner of award, distinction or honor
- Winner of award, distinction or honor

**Undergraduate College or University Name**

**1999**

**BS/BA in Precisely Specific Degree**

- Winner of award, distinction or honor

**OPTIONAL PERSONAL, AWARDS, PATENTS, TECHNOLOGIES, KEYWORDS**

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CLIO Award 2018, ANA B2 Award 2018, IAC Award 2017, One Show Award 2016, Online Marketing Strategy (OMS) Certification, Design Thinking for Innovation Certification, Project Management Certification, Adobe Illustrator CC, Adobe Photoshop CC, Adobe InDesign CC, CorelDraw Graphics Suite 2018, Corel PaintShop Pro, Autodesk SketchBook Pro, Adobe Fireworks CS6, Blender, Corel Painter 2018, Rebelle 2, Artweaver 6, Ceros, Beacon, WordPress, Microsoft Office, Corel VideoStudio Ultimate, CyberLink PowerDirector, Apple Final Cut Pro X

*Firstname I. Lastname*