

SUMMARY

Highly organized, creative leader "battle tested" in quickly turning projects from idea to reality. Passionate team leader with the experience and knowledge to set your brand apart from the competition. Produced data driven creative that increased brand awareness, impacted record breaking sales, and drove consumer engagement in the midst of a pandemic and branding crisis. I specialize in team management, product development, identity branding and customer relations. Whether in-house or in-studio, I love managing creative teams. My creative approach is simple: hire the best talent, promote healthy competition, and exceed the clients' expectations.

PROFESSIONAL EXPERIENCE

PAPA JOHN'S INTERNATIONAL

CREATIVE PROJECT MANAGER

June 2021 - July 2021

During the migration of company headquarters, I embraced the role of creative team project manager. I quickly became proficient managing the Ignite Imotion platform through creative brief development, adding/distributing jobs, and client consultations while also conducting platform training for new hires.

- Managed all creative team job requests and distribution using the Imotion Ignite platform.
- Developed and launched department specific creative briefs based on client input with the goal of streamlining workflows.
- Reported to VP of Creative Services on brand alignment, creative executions, job distribution, and status reports.

CREATIVE CONTENT MANAGER

August 2018 - July 2021

Riding the success of managing international creative teams, I wore many hats as the U.S. creative manager. This included restructuring our Data Asset Management (DAM) to a global platform by including U.S. markets, to directing all phases of creative development from strategy to asset delivery across all channels of print, social, digital, and TV.

- Lead art director for all print, digital, and broadcast channels for the "Epic Stuffed Crust" campaign which became our biggest product roll-out in company history. It generated record-breaking sales while in the midst of branding crisis and through the 2020 pandemic.
- Led the global re-branding initiative and distribution of all creative assets during the 2019 branding crisis.
- DAM library director - oversight of all global assets, user training, structure, and troubleshooting. In three years the Papa John's DAM global adoption was 96% with over 1000 users and 90,000 successful asset transactions.
- Liaison between external agency and internal creative team ensuring alignment in brand standards and creative executions of all channels.
- Provided art direction to television production of new product releases such as Epic Stuffed Crust pizza and Papadiaz which saw record breaking sales amid a global pandemic.

INTERNATIONAL CREATIVE MANAGER

June 2014 - August 2018

Led United Kingdom, Latin America, and China creative teams and agencies to develop new and consistent branding materials that helped Papa John's International project to 200+% profit growth in three years. Directed the brand development, training, and creative guidance for 1800+ stores in 44 countries outside the U.S. Managed all content development as well as digital, social, and mobile marketing initiatives. Pressure tested and launched a new DAM (BrandFolder) to provide a creative library for sharing content across international markets.

- Directed the U.K., Latin America, and China creative teams and agencies to ensure consistency of brand identity, guidelines, and voice across all countries and cultures to convey the brand promise of quality.
- Led the internal creative team which provided brand support to all global markets by way of creative solutions based off cultural interpretations.
- Provided creative direction of all international marketing materials and developed materials for markets with limited resources.
- Organized and directed a global product photography shoot to provide markets with images that represented correct product offerings. Locations included the United Kingdom, China, and Dubai.
- Responsible for the adoption, organization and training of BrandFolder (DAM) which had a 90% adoption rate and 100% market usage by end of year.
- Oversaw and managed all creative requests, distribution, and job tracking.

PROFESSIONAL EXPERIENCE

PAPA JOHN'S INTERNATIONAL

SR. GRAPHIC DESIGNER

November 2002 - June 2014

Co-led the internal creative team responsible for producing creative and promotional materials for all U.S. markets, while staying up-to-date on all trends and consumer insights. Developed creative that enabled Papa John's to heavily compete within the pizza category while the company recorded 19% profit growth.

- Designed national and local product promotions that fit within the marketing strategy and high exposure print and digital materials, including all internal and consumer-facing materials.
- Art directed product photography shoots and promotional integration.
- Responsibilities included creative development of marketing brief, copy writing, proofreading, graphic design, and pre-press of all materials.
- Successfully maintained and protected the brand image and integrity.

POWER CREATIVE

PRODUCTION MANAGER / GRAPHIC DESIGNER

May 1999 - September 2002

Got my feet wet in the creative field with my first agency job as a production manager and graphic designer.

After one year, I was promoted to a design team working with Fortune 500 clients producing award winning creative.

- Managed the production department team that assisted art directors with design solutions and 3-D mock-ups.
- Designed packaging, ads, catalogs, POP and collaborated on national advertising campaigns for clients such as General Electric, Ingersol-Rand, Iomega, RCA and Lexmark.
- Attended brainstorming sessions with art directors and copywriters.
- Responsible for creative team presentations and developing story boards.

EDUCATION

UNIVERSITY OF LOUISVILLE HITE ART INSTITUTE B.F.A. GRAPHIC DESIGN AND PHOTOGRAPHY

Spring 2000

HARD SKILLS

- Adobe Creative Suite: After Effects, XD, InDesign, Photoshop, Illustrator
- Ignite/Inmotion Project Manager platform
- DAM (Brandfolder) platform
- Microsoft Office

SOFT SKILLS

- Highly organized with excellent time management skills
- Love the creative process and developing teams that produce solutions that exceed client expectations
- Every team member has a unique attribute. I'm a strong proponent of building creative, diverse, and focused teams
- I enjoy traveling and working remotely

**PROFESSIONAL
REFERENCES**

DEAN LAVENSON

Owner
Dean Lavenson Photography
414 Baxter Ave #100, Louisville, KY 40204
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" As an art director for Papa John's, Dean was our primary product photographer and we have shot close to a 100 studio sessions together. Teamwork, creative collaboration, and exploration...there's no one better in his field."

JUAN GUILLEMI

Sr. Graphic Designer
Texas Roadhouse
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" I had the pleasure of working with Juan for 6 years at Papa John's. First as my direct report for Papa John's International and later working together providing art direction and design solutions for the Papa John's U.S. markets."

KEVIN MATTHEWS

(former) Senior Marketing Director Creative Services
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" Kevin was my creative director during my time as a Sr. Graphic Designer and later a Creative Manager for Papa John's."