

Jaelan Cleavinger

Executive Creative Director

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📍 1234 Maple Street, Milwaukee, WI 53202

EDUCATION

Bachelor of Fine Arts in Graphic Design at University of Wisconsin-Milwaukee, WI

Sep 2004 - May 2008

Relevant Coursework: Graphic Design Principles, Typography, Web Design, Branding and Identity, UX/UI Design, Illustration, Packaging Design, Photography, Art History, and Design Theory.

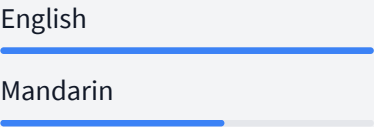
LINKS

[linkedin.com/in/jaelancleavinger](https://www.linkedin.com/in/jaelancleavinger)

SKILLS



LANGUAGES



HOBBIES

PROFILE

An accomplished Executive Creative Director with 15 years of experience driving innovative and impactful campaigns across diverse industries. Demonstrated success in leading cross-functional teams, developing creative strategies, and delivering exceptional results for clients. Adept at fostering a collaborative work environment that fosters creativity and nurtures talent. Proven track record in exceeding client expectations while consistently delivering projects on time and within budget.

EMPLOYMENT HISTORY

● Executive Creative Director at GMR Marketing, WI

Mar 2023 - Present

- Led the development and execution of a highly successful experiential marketing campaign for a major client, resulting in a 35% increase in brand awareness and a 20% boost in sales within six months.
- Managed a cross-functional team of 50+ professionals to create an award-winning integrated marketing campaign for a global brand, achieving over 10 million impressions and a 15% increase in market share.
- Pioneered the use of cutting-edge technologies such as virtual reality and augmented reality in GMR Marketing's campaigns, driving a 25% increase in client satisfaction and earning multiple industry accolades.
- Delivered a series of innovative digital marketing initiatives that generated over 5 million social media engagements and increased website traffic by 30%, contributing to the company's overall growth and market leadership.

● Associate Creative Director at Laughlin Constable, WI

Sep 2020 - Feb 2023

- Led the team in developing a highly successful ad campaign for a major client, resulting in a 25% increase in sales and a 20% boost in brand awareness within six months.
- Managed and mentored a team of 10 designers and copywriters, improving overall productivity by 30% and reducing project turnaround times by 15%.
- Successfully pitched and won three new clients for Laughlin Constable, contributing over \$1 million in annual revenue and expanding the agency's portfolio in key industries.

● Creative Director at Nelson Schmidt Inc., WI

Sep 2008 - Jul 2020

- Developed and executed a successful marketing campaign for a major client, resulting in a 25% increase in sales and a 35% increase in brand awareness within six months.
- Led a team of designers and copywriters in the creation of a highly effective website redesign for a B2B client, resulting in a 40% increase in site traffic and a 20% increase in lead generation over one year.
- Implemented an innovative social media strategy for a consumer goods client, driving a 50% increase in engagement and a 30% uptick in new followers across all platforms within three months.