**David Nelson**

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*portfolio available upon request*

**SENIOR CREATIVE DIRECTOR & INSPIRED LEADER**

*Award-winning creative across digital online/offline, print, mobile, and video channels.*

Senior Creative Leader who balances high-level marketing strategy, brand and design concerns while ensuring aesthetic and technical merit of creative solutions. Adeptly translates strategic insights into UX informed, story driven visual design. Effectively collaborates across both highly-matrixed and familial start-up organizations.

Inspires creative teams to deliver best-in-class solutions that enchant clients, while achieving ROI goals, and upholding brand standards. Combines proven business agility with a deep hands-on background in brand design, diverse digital media, and animation/video post production.

* **Industries & Channels:** B2B, B2C & Direct Marketing | Advertising | Broadcast | Fortune 500 Clients | Start-ups
* **Marketing &** **Media:** Marketing Strategy | Digital Marketing (Email, Landing Page, Social, Content, and Awareness) | Enterprise & Product Branding | Digital Online/Offline Design | 3D Animation | Motion Graphics | Video Production | Print | Mobile | Environmental | Photography | Digital Asset Management
* **Creative Leadership:** Creative Direction | Art Direction | Distinctive Design Ability | Team Management; Onsite & Remote | Team Building, Mentoring and Performance Management | Information Architecture (IA) + User Experience (UX)
* **Business Acumen:** Project Management | Budgeting & Forecasting | P&L Accountability | Streamlining Creative Approach | Process Creation and Improvement | Agency & Vendor Management | Utilization & Workflow Analysis | Reporting | Change Management
* **Client Engagement:** Superior Service & Support | Translating Client Requirements Into Deliverables | Presentations, Pitches, Business Development and Sales Support | Creative Problem-Solving | Ensuring Alignment of Compliance, Brand and Deliverables

**Professional Experience**

**Lobster Design,** Washington DC/Minneapolis, MN**, 1994 – Current**

**Principal / Consultant**

Design Consultancy providing creative strategy, ideation, and execution for brand system design, digital online/offline and broadcast/video projects.

**Deluxe Corp. (NASDAQ: DLX),** Shoreview, MN, **2012 – 2016**

 *$1.9 billion company providing financial, branding and marketing technology solutions (web, SEO, SEM) for small business.*

**Associate Creative Director (ACD)**Develop and lead B2B/B2C creative strategies and drive marketing initiatives across Web, Print (direct marketing, catalog), Mobile, Email and Video channels. Provide leadership and Creative Direction to 50+ person, geographically dispersed creative services group comprised of interactive, print and video designers, copywriters and art directors. Establish, grow and directly manage digital marketing design team. Manage P&L for segment and report to the Executive Creative Director. Present, support, lead and “sell” work up to the C-Level.

* Using customer insights and behaviors, evolved offline-marketing digital creative programs and processes, increasing: revenue 87% to $43 Million, average order value (AOV) ~7%, and conversion rates ~1.8%, over 4 years and growing first time buyers (FTB) ~6% yearly, *by:*
* *Driving aggressive and persistent A/B testing, adding methodical best-practices process and optimization.*
* *Increasing or refining UX and establishing better path flow to conversion.*
* *Infusing demand gen requirement into brand-conscious decision-making via on-going focus groups.*
* *Uncovered innovative creative insights by testing approaches with traditionally non-responsive groups.*
* Managed digital refresh of 100 year old enterprise brand system, supporting revenue goals and marketplace expectations.

***Deluxe Corp.*** *(****continued****)*

* Established consistent, Lean process(s) for in-house creative services group, resulting in cost savings and improving project management resourcing, while impacting operating income budget positively.
* Recognized for standout performance and tapped as a ‘high potential’ employee. Gained direct mentoring by a C-level executive and completed Bronze Lean, Neuro-Leadership and change management training.
* Selected for executive-level Change Management advisory committee and provided process insights.

**Meditech** Saint Paul, MN, **2012 – 2012**

 *Design/marketing agency, focused on pharmaceutical and medical device clients*

**Creative Director** (**contract**)

Drive centralized strategy, design and production of company marketing materials for print and digital online/offline purpose. Direct creative teams in all creative solutions. Report to executive leadership team.

* Directed rebranding and refresh project for mechanical branding elements, for 1st time in 20 years.
* Established consistency in work approach, creative ideation, and project management, leading to increased efficiency and output through better cohesion between interactive and video projects.
* Directed Meditech, team of 10, and conceptualized innovative solutions including 3D animation, motion graphics and video for medical, device and pharmaceutical clients.
* Led ThisClicks, team of 9, in creating digital online/offline creative, integrated with print collateral and printed materials for medical, device and pharmaceutical industry.
* Developed and led creative strategy, approach, and execution of diverse creative solutions, resulting in winning or retaining top clients (St Jude Medical, Boston Scientific, Zyga Technologies)

**WAND Corporation**, Eden Prairie, MN, **2010 – 2012**

 *Marketing technologies/software development company focused on QSR, Dentistry and Pharmaceutical industries*

**Director – Creative Services**

Senior creative role, reporting to SVP-Marketing. Recruited and managed diverse team of 11.

* Launched a new creative services group that took print and digital creative functions in-house and drove ~$500k annual cost savings while establishing an ongoing profit center. Managed transition of model.
* Drove design and evolution of bleeding-edge automated digital signage delivery system resulting in industry acclaim and better reflected client needs, while achieving cost savings.

**Wireless Ronin (NASDAQ: RNIN)**,Minneapolis, MN, **2006 - 2010**

 *Award winning, publicly traded marketing technology agency focused on social and digital marketing solutions*

**Sr. Creative Director**

Provided leadership to industry-leading creative team of 19 directors, designers, developers, copywriters, project managers and IA / UX experts, across the US and Canada. Reported to President/CEO.

* Pitched, won, and delivered highly-innovative, proprietary creative solutions for clients including Thomson Reuters, Dyson, Allina, Health East, Fairview and Chrysler.
* Won industry awards, including coveted DSE Innovation award for Ford, Chrysler and Thomsen Reuters
* Scaled and structured creative group for pre/post-IPO up to 19 staff (from 8) supporting an $8 Million creative/technical pipeline.

**Atlantic Design Group,** Washington, DC, **1998 – 2004**

 *Preeminent, full service design agency, supporting the broadcast industry*

**Sr. Art Director / Senior Creative Leader**

Directed creative team of 11 and reported to GM/COO.

* Pitched, won, and created digital for clients including Discovery Networks, MTV, Volkswagen, ESPN.

***Technical***

*Desktop Design & Layout Tools; Digital Asset Management; Various CRM and CMS; Adobe Creative Suite; Microsoft Office; Mac; PC*