

A creative. Solving problems while avoiding stagnant thinking and always holding solutions to the highest standards.  
*Challenging the mediocrity mindset day by day™.*

I was literally born into advertising, my mother was a media buyer and part-time copywriter. From the time I was 12 I began to spend my free-time in the creative department learning all I could from anyone and everyone. Having spent my youth learning design thinking, in college I focused on the business side learning about management, marketing, finance, quantitative business analysis, etc. In my 20+ year career, in both agency and client side roles, I have a proven track record of building and leading world-class teams that find unique insights to influence consumers, drive revenue and meet business goals through a focus on human-centric design strategy.



### Achievement Through Innovation

From banking to hospitality, travel to food/beverage, gaming to retail and beyond, my goal is always to deliver innovative solutions to meet the needs of today's experience economy.

- Over 4 year period helped Shannon Aleksandr's Salon + Spa **increase revenue from \$800k to over \$3mm per year**, through experience redesign and marketing strategy
- Total re-branding of United Caring Services, including name, **executed within 60 days** of board approval.
- Development of "Ambassador" loyalty program for Windjammer Sailing Adventures that **increased re-bookings by 3x and increased referral bookings by 8x**.
- Created a branch experience and environment for today and tomorrow's banking needs. The design orchestrated digital elements into a physical space. **Now the standard for all new builds and remodels** throughout the footprint.
- Developed Digital Experience Framework harnessing real time data to deliver customers timely, relevant, and personalized messages across delivery channels. Expected to **grow revenues by over \$14 million annually**.



### Be a Teacher & a Student

During my 20+ year career, both in agencies and in-house environments, I have developed and lead teams; large and small, remote and local. In today's ever-changing landscape being agile is critical, I yearn to learn new skills while mentoring others.

I strongly believe to succeed you must never stop learning. I have participated in a number of mentoring opportunities in the community and inside of businesses. Whether sharing books, articles and video, speaking to organizations & schools or conducting lunch and learns, sharing of knowledge and providing opportunities is the hallmark of my career.

In turn, I seek opportunities to learn from those around me and have been selected to participate in numerous in-house programs and attending leading industry conferences.



### Business Meets Design

I am fortunate to be able to speak and translate the languages of business and marketing/creative, aiding my passion of solving business problems with human-centered design strategy.

It is no longer sufficient for a campaign to be a big idea that generates awareness alone. Success is built on strategy, ability to connect with target audience, meet the required metrics and align with the holistic client experience.



### Moving the Needle & Winning Awards

My work has been recognized with over 50 major awards, including Emmys, Midas, Tellys, ABA, ADDYs and many others. These awards are a testimony to focusing on make a meaningful difference, not just the bottom line. In the end, the relationships built with my clients, peers and collaborators far out way any award show accolades.

## Work

- Present • **Director of Brand Experience**  
**Old National - Evansville, IN**  
Specifically, this role is responsible to design, develop and oversee the delivery of a world-class brand experience across customer engagement channels through the development of innovative tools, processes and platforms. Also, manage key stakeholder relationships to drive customer-centric design thinking into the organizational DNA, bringing meaningful customer insights and ideas to the table. Lead teams focused on Digital Engagement, Digital Experience, Brand Awareness and Digital Acquisition.
- July 2014  
Dec 2017 • **Creative Director / Brand Manager**  
Leading in-house creative department for \$20 billion bank holding corporation founded in 1834 with locations throughout Indiana, Kentucky, Michigan, Minnesota and Wisconsin. Assisted in development of brand, digital marketing and content strategies across multiple Old National brands, including the development of award winning brand television campaigns and total redesign of OldNational.com, which receives over 4 million visitors a month. Partnered with various departments and vendors to introduce new online & mobile banking platform, conversion and integration of five bank acquisitions, in addition to introducing a new banking center model focused on client experience.
- May 2005  
July 2014 • **Creative Director**  
**Zero Echo Media - Evansville, IN**  
Managed, directed, and consulted with leisure lifestyle brands and other ad agencies across the country to create strategic marketing solutions based on the interests, attitudes and opinions of consumers.. Work included creative strategy, concept, visual design and brand development for television, web and print. Created Leisure Lifestyle Marketing blog that shared insights across our partner industries: travel, relaxation, dining and shopping.
- Clients:** Leisure Distributors (Big Green Egg and Jacuzzi), Ashley Furniture, Shannon Aleksandr's Salon and Spa, Heaven Hill Distilleries, Windjammer Sailing Adventures, Bailey's Cigarettes, Ellis Park Racing, Harrah's Casino, House of Bluez, Donut Bank, Tin Man Brewing Company, Leisure Lifestyle TV, United Caring Services
- Birth  
May 2005 • **Designer, Audio Engineer, Digital Media Producer, Production Coordinator**  
**Keller Crescent, Media Mix Communications, Evansville Cable - Evansville, IN**  
Having been born into advertising, I took a paid position in 2000 at Media Mix to produce radio ads and develop websites. At the end I was also shooting and editing television commercials, which lead to Evansville Cable, where I lead the production department for cable sales group throughout six Southwest Indiana counties. Maintained relationships with various agencies, creative directors and clients in the creation of television commercials and long form television programming. Introduced expanded capabilities of web and graphic design as company looked to diversify business model.

## Education

- Aug 1995 • **University of Evansville**  
May 1999 Bachelor of Science - Business Administration

## Certifications

- Oracle** - Eloqua Master
- Google** - Analytics, Search, Display and Video Ads
- Uberflip** - Content Experience
- AgileSherpas** - Agile Marketing
- Stack Skills** - Google AdWords, Facebook Marketing, MailChimp, Retargeting & Remarketing

## Skills

B2B & B2C Marketing Strategy - Experience Design - Brand Strategy & Development - Creative Direction - Team Leadership & Development - Content Strategy - Social Media Strategy - Marketing Automation - Data Segmentation - Persona Development Journey Mapping - Lead Generation - Video Production - UX/UI - Graphic Design - Media Buying - Customer Engagement

## Organizations

- Jun 2013  
Present
- American Advertising Federation - Greater Evansville**  
**President - ADDYs Chair - NSAC Judge - Silver Medal Chair - AAF Central Region Conference Co-Chair**  
AAF-Greater Evansville provides unique opportunities for members to share ideas, engage with experts and give back to the community.
- Feb 2016  
Present
- Ivy Tech of Southwestern Indiana Visual Communications**  
**Visual Communications Advisory Committee**  
Ivy Tech Community College is required to report on its programs to the Commission for Higher Education. The Advisory Committee is made up of working professionals that help guide what the program needs to be including in it's curriculum to keep students on track for employment.
- Jan 2012  
Jan 2018
- Evansville Design Group**  
**President - Vice President - Education Chair - Founding Member**  
The Evansville Design Group was formed to promote education, networking, and enrichment within and among the local design community. Through round table discussions, studio tours and presentations, guest lectures, and community involvement, the group and its members are committed to promoting design excellence amongst themselves and in the community at-large.
- Jan 2012  
Apr 2015
- United Caring Services**  
**Marketing Chair**  
United Caring Services is a homeless shelter and services agency — that provides people in need access to crisis stabilization services through six life-saving programs: a day shelter for men, women, and children, emergency temporary shelters for single men and women, additional “white/red flag” emergency shelter during inclement weather, an innovative homeless medical respite for men and women, and 21 low income studio apartments.

## References

### **Ann Ryan - Former Chief Marketing/Client Experience Officer**

**Old National Bank - Direct Manager for 5 years**

812.841.4888 paulannryan@gmail.com

### **Todd Treadway - Digital Channels Director, SVP**

**Provident Bank - Co-worker at Old National for 5 years**

812.430.6744 todd.treadway@provident.bank

### **Lisa Verkamp - Marketing Director**

**YMCA of Southwestern Indiana - Served on boards together for 8 years**

812.550.2288 verkamp@ymcaswin.com

### **Matt Wagner - Owner**

**Matt Wagner Design - Friend and collaborator on projects for 15 years**

812.455.2180 matt@wgnrdsgn.com

### **Carson Catlin - Associate Motion Director**

**VMLY&R - Friend and collaborator on projects for 25 years**

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