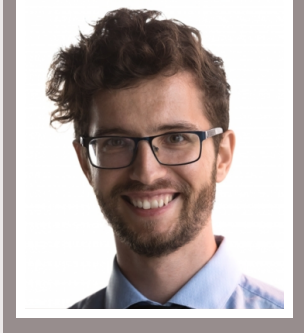




MARCUS WHITFIELD

Creative Director

Newly promoted Creative Director with 8 years in editorial design, content, and brand campaigns. Comfortable leading small teams, presenting to clients, and shaping the creative brief from a vague business problem.

CONTACT INFORMATION



(615) 887-3204



marcus.whitfield@example.com



Nashville, TN 12345

EDUCATION

- BA, Visual Communication, Belmont University, 2016

KEY SKILLS

- Brand identity systems
- Creative direction and art direction
- Editorial and content design
- Campaign conceptualizing and pitching
- Client presentation and storytelling
- Creative brief development
- Team leadership and mentorship
- Figma design systems
- Adobe Creative Suite
- Cross-functional collaboration with strategy and account
- Copy direction and content review
- New business and pitch development

PROFESSIONAL EXPERIENCE

Creative Director | Beacon Hollow Agency, Nashville, TN
2022 - Present

- Lead a team of 6 across design, copy, and content for B2B SaaS and healthcare clients.
- Rebuilt the visual identity and content system for a fintech client; their inbound demo requests grew about 40% in the two quarters after launch.
- Set up a weekly creative crit that pulled in account and strategy, cutting late-stage rework on client deliverables.
- Pitched and won 3 of 5 new business opportunities in 2023, including the agency's first six-figure healthcare retainer.

Senior Designer / Lead | Beacon Hollow Agency, Nashville, TN
2019 - 2022

- Led design on flagship brand projects, including identity, web, and launch campaigns for two Series B startups.
- Mentored 3 junior designers, building a critique framework that is still used by the team.
- Owned the agency's design system in Figma; cut new project setup from a few days to under one.