

JOHN HOWARD | CREATIVE DIRECTOR/DESIGNER

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Dynamic and experienced Creative professional supporting high-growth companies. Successfully leads corporate communications, expansion, and branding initiatives enhancing competitive market positioning and achieve business goals. Decisive and innovative, valued for expertise in interpreting corporate vision and strategy, translating objectives to actionable plans, and providing leadership to cross-functional teams. Cultivates key relationships resulting in a proven track record of demonstrating revenue and profit growth.

- Creative Leadership/Project Management
- Support teams with hands-on creative design and production
- Revenue/Profit Growth
- Strategic Business Planning
- Competitive Market Positioning
- Communications Oversight
- Resource Leadership/Management
- Budget Development/Administration
- Program/Product Management & Launch
- Traditional/Digital Marketing Management

AWARDS and RECOGNITIONS

- Graphic Design USA 'In House Design Award' Six times over three Years
- Won the Bronze Telly Award in 2013
- Gold Florida Print Award in 2010
- Gold and Silver Communicator Award Three Years Running
- Gold and Silver Award in the Connecticut Art Director's Club
- Awarded Recognition by the Advertising Club of Westchester
- Recipient of the National Summit Award

PROFESSIONAL EXPERIENCE

Instacart, Frisco, TX | Shift Lead (September 2019–March 2021)

Evaluated employee skills and knowledge regularly, providing hands-on training and mentoring to individuals with lagging skills, and recognized and rewarded outstanding work performance. Maintained safe working environment observing COVID-19 safety procedures, policies and regulations. Responded to and resolved customer questions and concerns.

- Delivered superior training and leadership to teams boosting performance, and aiding in achieving performance targets.
- Performed root cause analysis uncovering quality issues and developed long-term solutions.
- Streamlined with internal teams operations across materials handling, production and shopping.
- Performed as In-Store Shopper for 3 months shopping for customer orders and preparing for delivery, always maintaining quality of products and ensuring company metrics were met.

Emerge Technologies, Coppel, TX | Creative Director (2014–2019)

Directed and managing all aspects of the "Emerge" brand. Provided comprehensive creative leadership supporting the design, development, and implementation of product packaging, point of purchase displays, and web content, achieving organizational goals. Provided hands-on design and photography support supplementing any gaps in creative team resources.

- Provided support for sales team, ensuring success by identifying and providing effective sales materials, mock-ups, packaging, display renders, and video content.
- Rebranded Emerge's "Retrak" core brand, including strategy and positioning, new visual identity, website, collateral, advertising and ongoing marketing communication needs.
- Realized annual product sales from \$7M in 2013 to \$15M in 2014.
- Championed efforts defining strategy and producing, directing, and editing internal video retention projects and multimedia initiatives.
- Identified market opportunities and spearheaded efforts continually keeping retail packaging and point-of-sale creative fresh and relevant.

Kaplan Higher Education Group, Fort Lauderdale, FL | Creative Director

Kaplan University Online and Campuses (2007–2014)

Provided comprehensive leadership, supporting the design, development, and implementation of strategic marketing and advertising products and programs achieving organizational goals.

- Realized student growth from 459 in 2002 to 45,000 in 2014 through the development, execution, and deployment of targeted and effective marketing and advertising campaigns.
- Oversaw and facilitated the biannual 4,000 student graduation, including vendor contracts, \$1M budgets, communications, graduate win back opportunities, event staging/audio visual, and multi-camera, on-site array, and post-production video.
- Partnered with cross-functional teams, developing compelling digital and print campaigns, penetrating target markets, enhancing brand identity, and positively impacting the bottom line.
- Directed fiscal and business operations, internal budgets valued from \$2M to \$3M, resource allocation, and forecasting maximizing ROI, containing costs, and improving the bottom line.

Kaplan Higher Education Group, Fort Lauderdale, FL | Creative Director (Cont.)

- Led design and development of strategically produced media campaigns, including graduate success stories, employer accolades, and employee benefit and growth videos.
- Collaborated with print and video vendors throughout the edit and production process ensuring the highest quality of final deliverables for internal clients.
- Identified and capitalized on consumer insights gaining a better understanding of student needs and utilized in all aspects of marketing and advertising programs and products.
- Drove efforts optimizing brand and penetrating target markets through strategic online initiatives, including organic and paid search, banner campaigns, lead aggregate channels, email campaigns, and landing pages.

Art Director (2002–2007)

Developed and implemented marketing campaigns, adhering to all branding requirements and standards for internal clients, including advertising, collateral materials, and identity solutions.

- Conceptualized and developed design solutions aligning with the organizational mission.
- Defined strategies and solutions expanding potential student reach and met current students' needs in collaboration with copywriters, academic representatives, and faculty.
- Oversaw production of all vendor printed materials ensuring the highest quality standards.
- Created, implemented, and enforced the use of brand guidelines adopted organization-wide, including lead aggregation.
- Designed and implemented the use of Web properties, including graphics used on Kaplan University and partner sites.

ADDITIONAL RELEVANT EXPERIENCE

Herndon Associates, Mamaroneck, NY - Assistant Art Director
Long Wharf Theatre, New Haven, CT - Graphic Designer

TECHNICAL SKILLS

MAC and PC, Google-Suite, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe After Effects, Adobe Acrobat, Microsoft Office, Keynote, Final Cut Pro, Canon and Nikon Camera Systems

EDUCATION

Bachelor of Science, Art and Graphic Design
Southern Connecticut State University, New Haven, CT