

# JOHN HOWARD | CREATIVE DIRECTOR/MARKETING EXECUTIVE

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PRINT/DIGITAL PROGRAM DESIGN & PRODUCTION | RETAIL POS & SALES-FOCUSED CREATIVE | BRAND MANAGEMENT  
EVENT PLANNING STRATEGY & MANAGEMENT | INTEGRATED MARKETING CAMPAIGNS | RETAIL MANAGEMENT

## EXECUTIVE PROFILE

Dynamic career of over 19 years as a Creative Marketing Executive of high-growth companies. Combine astute creative, strategic, business, and financial skills with a track record of demonstrated revenue and profit growth. Success in leading corporate communications, expansion, and branding initiatives to enhance competitive market positioning and achieve business goals.

Decisive and innovative, valued for expertise in interpreting corporate vision and strategy, translating objectives into actionable plans, and providing leadership to cross-functional teams. Cultivate key relationships with management, strategic partners, and staff. Strong financial, business, and market acumen to produce extraordinary results.

- Creative Leadership/Project Management
- 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
- Support teams with hands-on creative design and production

## PROFESSIONAL EXPERIENCE

### MAPLEBEAR INC.-DBA INSTACART, San Francisco, CA/Frisco, TX

Sift Lead (Sep 2019 – Present)

Responsible for managing day-to-day in-store operations in conjunction with leadership ensuring high-quality, efficient orders, for customers. On-board and train newly hired shoppers, offering continued feedback to ensure success. Utilized existing tools and resources to solve customer challenges as well as improve shopper metrics. Identified process and store improvements that will enhance the in-store shopping and customer experience.

In-Store Shopper (Aug. 2019 – Sept. 2019)

Responsible for shopping for customer orders and prepare them for delivery, always maintaining quality of products of products and ensuring company order metrics are met.

### EMERGE TECHNOLOGIES, Coppell, TX

Creative Director (2014–2019)

Responsible for directing and managing all aspects of the “Emerge” brand. Provide comprehensive creative leadership, supporting the design, development, and implementation of product packaging, point of purchase displays, and web content, to achieve organizational goals. Provide hands-on design and photography support to supplement any gaps in creative team resources. Provide support for sales team to ensure success by identifying needs, provide effective sales materials, mock-ups, package & display renders, and video content.

#### KEY EFFORTS:

- Realized annual product sales from \$7M in 2013 to \$15M in 2014.
- Rebranding of Emerge’s “Retrak” core brand, including brand strategy and positioning, new visual identity, website, collateral, advertising and ongoing marketing communication needs.
- Championed efforts to define strategy and produce, direct, and edit internal video retention projects and multimedia initiatives.
- Identified market opportunities and spearheaded efforts to continually keep retail packaging and point-of-sale creative fresh and relevant.

### KAPLAN HIGHER EDUCATION GROUP-KAPLAN UNIVERSITY ONLINE AND KAPLAN UNIVERSITY CAMPUSES – A GRAHAM HOLDINGS COMPANY (Currently “Purdue Global”), Fort Lauderdale, FL (2002–2014)

Creative Director, Online & Campus (2007–2014)

Provide comprehensive creative leadership, supporting the design, development, and implementation of strategic marketing and advertising products and programs to achieve organizational goals. Partner with cross-functional teams, including designers, artists, copywriters, sales, and marketing to develop compelling digital and print campaigns, including video, print advertising, collateral materials, newsletters, posters, and flyers to penetrate target markets, enhance brand identity, and impact the bottom line.

#### KEY EFFORTS:

- Realized student growth from 459 students in 2002 to 45,000 students in 2014 through the development, execution, and deployment of targeted and effective marketing and advertising campaigns.
- Recognized for performance and success, receiving the Graphic Design USA–In House Design Award six times over three years and winning the Bronze Telly Award in 2013, the Gold Florida Print Award in 2010, the Gold and Silver Communicator Award three years running, and Gold & Silver in the Connecticut Art Director’s Club.

- Oversaw and facilitated the biannual 4,000 student graduation, including negotiating vendor contracts, administering budgets valued to \$1M, developing communications, identifying graduate win back opportunities, leading event staging/audio visual, and managing multi-camera, on-site array and post-production video.
- Championed efforts to define strategy and produce, direct, and edit internal video retention projects and external lead generating video and multimedia initiatives.
- Directed fiscal and business operations, including managing internal budgets valued from \$2M to \$3M, resource allocation, and forecasting to maximize ROI, contain costs, and improve bottom line profitability.
- Spearheaded the design and development of strategically produced digital and social media

campaigns, including graduate success stories, employer accolades, and employee benefit and growth videos.

- Teamed with print and video vendors throughout the edit and production process to ensure the highest quality of final deliverables for internal clients.
- Identified and capitalized on consumer insights to gain a better understanding of student needs and employ findings in all aspects of marketing and advertising programs and products.
- Drove efforts to optimize brand and penetrate target markets by leading strategic online initiatives, including organic and paid search, banner campaigns, lead aggregate channels, email campaigns, and landing pages.
- Held fully accountable for the effective management of production budgets valued to \$3M, drafting RFP's, and negotiating vendor contracts, securing optimal terms.
- Produced and directed all digital and print in-house promotions, presentations, display materials, and event graphics.

#### Art Director (2002–2007)

Managed the development and implementation of marketing campaigns, adhering to all branding requirements and standards for internal clients, including advertising, collateral materials, brochures, posters, flyers, newsletters, and identity solutions. Led efforts to conceptualize and develop evolving design solutions to align with overall organizational mission.

##### KEY EFFORTS:

- Defined strategies and solutions to expand potential student reach and meet current students' needs in collaboration with copywriters, academic representatives, and faculty.
- Created, implemented, and enforced the use of brand guidelines adopted organization-wide, including lead aggregation.

- Oversaw production of all printed materials by vendors, ensuring the highest quality standards were maintained.
- Designed and implemented the use of Web properties, including graphics used on Kaplan University and partner sites.

#### HERNDON ASSOCIATES, MAMARONECK, NY (2000–2002)

Assistant Art Director, Advertising/Web/Marketing Communications

Directed all aspects of advertising, Web, and marketing communications development from concept to completion.

##### KEY EFFORTS:

- Exceeded client objectives through the development of compelling design solutions, encompassing advertising, direct response, corporate identity, and multimedia programs.
- Directed photo and video shoots and edited photos, videos, and peripheral materials for final selection.

- Managed all phases of high profile projects and associated resources, delivering on-time and within budget.
- Awarded recognition by the Advertising Club of Westchester and recipient of the National Summit Award.

#### LONG WHARF THEATRE, New Haven, CT (2000)

Graphic Designer

Designed marketing materials for subscribers, business partners, and theater productions, including newspaper advertisements. Held full responsibility for proofing and approving all work pre-press.

Additional Experience: Provided creative/design services to:

- eBay Advertising and Promotional Materials
- "I in 3: Trinity" Clothing Apparel
- "Erica Lyons" Wholesale Jewelry, Promo items
- "Kaplan Continuing and Professional Studies" Financial Planning Textbooks

#### EDUCATION

SOUTHERN CONNECTICUT STATE UNIVERSITY, New Haven, CT  
Bachelor of Science in Art and Graphic Design (2000)

#### TECHNICAL SKILLS

OPERATING SYSTEMS: MAC AND PC

Creative/Productivity Applications: Adobe CS Suite, Acrobat Pro, and After Effects; MS Office Products; Keynote; QuickTime Pro; and Final Cut; Canon & Nikon Camera Systems