

# SHAUN WHALEN

iam@shaunwhalen.com | 386.479.5258 | linkedin.com/in/shaunwhalen | Bel Air, MD (Remote US)

Executive Creative Leader | Brand, Campaigns, Digital, and Video

Driven, energetic brand strategist and creative director with multiple years of experience delivering out-of-the-box concepts, developing brand identities, producing dynamic visuals, and formulating innovative strategies for online and print. Solid success in coaching, leading, and inspiring cross-functional project teams incorporating design, planning, writing, analytics, operations, and strategy. Proven experience client management, developing, managing, and executing design programs to strengthen brand identity, connecting with new businesses, increasing marketing exposure, and establishing market and industry leadership. Fluent in English and French.

## AREAS OF EXPERTISE

Creative Direction (Design, Copy, Video) | Brand Systems & Guidelines | Integrated Campaigns | Website & UX Collaboration | E-commerce Creative & Conversion Assets | Content & Social Creative | Video Production & Post | Sales Enablement Programs | Cross-Functional Stakeholder Management | Agency/Freelancer Leadership | Adobe Creative Suite (PS/AI/AE/ID) | Figma (working knowledge)

## PROFESSIONAL EXPERIENCE

CENTENE / ENVOLVE PHARMACY SOLUTIONS | Remote 2018 - 2023

Marketing and Creative Director

Built-up and managed a dynamic creative department that supported the marketing department, the product team, training team, and sales department. Implemented a project review workflow and quality control system to mitigate typos and other release-errors.

Oversaw the production of various types of creative deliverables, including branding, packaging, print and digital campaigns, ensuring exceptional quality and timely delivery.

Cultivated and maintained strong relationships with internal clients, providing strategic counsel, anticipating needs, and surpassing expectations.

Established and implemented standard operating procedures and quality control measures to streamline workflow and optimize efficiency.

Managed a year-long brand transition involving 30+ business units, 300+ collateral updates, and established guidelines to decentralize update efforts across multiple marketing teams.

Designed and implemented a highly successful New Business Kit program which gave the sales team a personalized toolkit to establish relationships with new clients. The strategic planning in this program resulted in almost a 10x return on investment and over 1 million dollars in additional sales.

Established process to align all company branded assets to a single master style across all departments and over 3000 employees. Including marketing materials, internal documents, presentations, internal email signatures, website, social media, etc.

BATTERY TENDER | DeLand, FL 2015 - 2018

Executive creative leader with deep in-house and agency experience building brands, campaigns, and digital experiences that support growth. Strengths span creative direction across design, copy, and video, integrated campaign development, website and e-commerce creative, and high-output production

systems. Comfortable partnering with sales and executive leadership, guiding agencies and freelancers, and operating in regulated environments with disciplined review and approval workflows.

Administered creative design projects to a team of designers and developers supporting marketing endeavors for a global leader in the aftermarket automotive technology. Managed internal creative process from conception to completion, ensuring compliance with corporate standards. Managed all aspects of product innovation development from concept through production, including design strategy, concept boards, communication, and design preparation.

Assessed market position and trends, devised advertising initiatives, and established brand development strategy.

Conceptualized and produced campaigns focused on B2B and B2C online and print campaigns.

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Played an instrumental role in establishing a high-performing design team to lead the creative process for new product lines available in stores throughout the United States and Canada.

Significantly expanded online presence by upgrading brand style guide and creating new package design which resulted in an increase of sales from \$300K to \$2M within two years.

Led major re-branding of website, repositioning the company to capture a significant increase in media attention from 13K visitors to 37K monthly visits within an 18-month period.

Spearheaded design of iOS and Android app in collaboration with software engineering team.

LIQUID REACH | Orlando, FL 2009 - 2015

Creative Director

Led a creative department of 15 in concept development, design, copywriting, programming, and marketing across all media platforms: digital display advertising, social media, websites, print, and video. Consulted with executive team and clients on cost-effective options for design and printing. I coached my team to progress in their own careers. Managed multiple high-profile clients including: NBC/Golf Channel, Ruth's Chris Steak House, Adventist Health System, Hilton Grand Vacations, Holiday Inn Vacations, Fiserv, Darden Restaurants, and Red Lobster.

Achieved success in initiating and developing \$1.1M in new business development within 4 years.

Streamlined billing management system, resulting in increased worker billable efficiency from 60% to 85%.

Established first structured internship program for company leading to 50% graduation to employment rate.

ROYALL MEDIA | Orlando, FL 2006 - 2009

Art Director

Managed all creative aspects in the development, design, and production of sales-driving, brand-extending, and cross-channel campaigns. Utilized artistic development of marketing and promotional pieces including websites, print ads, motion graphics and video production.

Collaborated with marketing and sales teams in creating marketing plans and aligning business objectives to deliver high-quality work on time and within budget.

Optimized aesthetics and flow of website and video for non-profit client, Sharing Smiles

Developed an online portal to help educate Hilton Grand Vacation members about online resources which reduced call volume to call center by 15% within a year of implementation. The site was translated into Japanese.

#### ADDITIONAL PROFESSIONAL EXPERIENCE

NON-PROFIT SUMMIT | Orlando, FL 2014 - 2015

Guest Lecturer

Executed and presented “Improving Credibility through Comprehensive Branding” seminar which taught 501c3 non-profit organizations to increase donations and donor retention through brand strategy.

#### EDUCATION

Bachelor of Arts (BA), Digital Arts | Stetson University | DeLand, FL

#### CERTIFICATIONS | ACCOLADES

Telly Award for Broadcast, w3 Award for Web Design, Communicator Award