

SUMMARY

Creative director, brand manager, graphic designer, and visual communicator with over 25 years experience. Excels at developing purpose-driven branding systems for small and mid-sized companies. Thrives in a team atmosphere with people who love to brainstorm, debate, create, and get it done. Eager to create immense value for a young business ready to scale or an established organization ready to reinvent themselves.

KEY COMPETENCIES

- **Creator:** branding, identity, packaging, print, advertising, environment, web, product design
- **Director:** Creative, photography, video, copy writing
- **Manager:** creative teams, client interaction, project coordination
- **Ethics:** team player, honest communicator, can-do attitude, resourceful, deadline driven, relationship devoted, calm control of heavy work-loads

WORK EXPERIENCE

Jan. 2017 | **HOVEY LIFE ESSENTIAL OILS**
Nov. 2018 | Brand Manager/Creative Services

Brianne and Nate Hovey began their journey with doTERRA essential oils in 2009 and have grown their business to include over 300,000 health and wellness advocates – reaching “Double Diamond” status. Joined their team to help re-brand their business, initiate several new teaching initiatives, and upgrade their existing coaching programs. Created an extensive website, dozens of individually-branded home-pages, and a large collection of content for a collection of self-improvement and network marketing business programs.

- Branding and style-guides for Hovey Life and individual branding for 8 other teaching programs
- Built a website that communicates the many programs and offerings that fall under the Hovey Life umbrella
- Strategic direction for marketing and promotional efforts and designed creative assets for each campaign
- Creative direction and environment design for live events
- Design, layout, and copy editing for program workbooks in print and digital

Nov. 2010 | **CAFÉ ZUPAS**
Dec. 2016 | VP Marketing

Established in 2004, Café Zupas has become one of the fastest growing fast casual restaurant brands in the country. Joined the small corporate management staff in 2010 when the company had only 7 locations. Led a comprehensive brand makeover and helped grow the restaurant to 42 locations in 7 states.

- Managed a six-person team that produced all marketing assets, restaurant design, social, video, & photography.
- Provided strategic marketing direction and promotional strategies for the brand and each of its locations
- Responsible for all creative aspects of the brand including restaurant design, training materials, video and photography, copy writing, advertising, social media, and all other communications.
- Helped the company achieve a same-store sales increase of over 20% while growing locations by 600%
- Personally responsible for a complete re-branding, including a new identity system and style guide
- Conceptualized and designed a new website that acts as a centerpiece for the brand. The site is considerably larger and more content-rich than competing concepts, especially those of similar size.

July 2001 | **GHEEN HILLMAN DESIGN**
– Present | Principal

Gheen Hillman Design provides effective graphic design, brand consulting, and marketing direction for a diverse clientele. Projects include packaging, collateral, web site, identity, advertising and merchandising. Often, a single project such as a catalog or packaging assignment will set new design standards for clients, that drive refocused branding initiatives through additional projects.

- Provides strategic branding direction to help focus efforts to meet desired objectives and outcomes
- Concepting, design, and production for a wide variety of creative projects in print and digital
- Negotiates contracts, directs outsourced talent as needed, and answers to client expectations
- Manages operations and administrative duties

WORK EXPERIENCE CONT.

May 2002 | **ELITE CREATORS**
- Aug. 2010 | CMO, Partner

Originated and executed branding and marketing strategies for two start-up soft-goods brands. Generated awareness for both brands, taking them from start-up to recognized companies in their individual industries. Participated as an executive partner in key company decisions.

CLIK ELITE est: 2009

Performance packs for adventure photographers, competing in outdoor recreation and photo markets.

- Developed marketing strategies and defined brand positioning
- Designed all points of public interface including identity, catalogs, website, packaging, advertising, point of purchase displays, sales presentations, etc.
- Managed all PR, social media, and influencer outreach initiatives
- Established key sales messages to help train and educate sales staff
- Assisted in product conception and design and produced product concept drawings by hand
- Photographed on-location lifestyle and studio product shoots and directed contracted photographers

STATPACKS est: 2002

Quick-access packs for medics, competing in the emergency-medical and tactical markets.

- Managed and directed all marketing and branding affairs from start-up
- Designed the entire product line, which introduced new innovative modular system that sparked a notable increase in sales
- Designed all branding and marketing materials including catalog, website, and advertising
- Developed key branding messages and PR initiatives

Sept. 2005 | **NATHAN SPORTS/PENGUIN BRANDS**
- Sept. 2007 | Graphic Designer, Marketing Assistant

Nathan Sports makes hydration packs that compete in the sporting goods, fitness, and outdoor industries. Parent company, Penguin Brands Inc., sells shoe accessories and waterproofing for the footwear industry.

- Recruited to work full-time after finishing a contracted catalog project
- Entrusted to re-brand Nathan hydration packs including new logo and style-guide
- Developed comprehensive new packaging and retail merchandising system for all Nathan products
- Designed successful packaging and sales materials for parent-brand Penguin, which included private-label proposals to Nike, Reebok, Target and other large companies

ADDITIONAL RELEVANT EXPERIENCE

ULTRADENT INC. Packaging Designer: *Designed all kinds of packaging for the dental industry. Including complex folded plastic, paperboard, and thermoformed plastic containers. Also designed injection-molded products. Was invited to take a position as Brand Manager.*

ESTATES WEST MAGAZINE Advertising Art Director/Graphic Designer: *Design and layout for sponsor ads and editorial for luxury real-estate publication. Oversaw print production and prepress operations.*

SIERRA DESIGNS Art Director/Graphic Designer: *Sole designer on a small marketing team to produce print catalogs, packaging, merchandising, and sales materials for Ultimate Direction and Sierra Designs brands.*

DAPPERYAK TEES Founder/Operator: *Started and ran every aspect of this T-shirt screenprinting business. Designed and printed large orders for Ricks Collage (BYU-I) and other local customers.*

PERSONAL INTERESTS

Guitar, mountain biking, road biking, skiing, fine art, whitewater rafting, father of 4 men and a baby-child

