



WILLIAM E. KIRTLEY

Let's Talk Creative.

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SUMMARY

Creative, marketing, and education professional with the ability to multi-task in a fast-paced, collaborative environment with minimum supervision. Extensive creative management and business development experience as well as college level instruction and curriculum development skills.

PROFESSIONAL SKILLS

Creative Direction	●●●●●●●●
Web and UX Design	●●●●●●●●
Video Production	●●●●●●●●
Graphic Design	●●●●●●●●
Strategy Development	●●●●●●●●
Curriculum Development	●●●●●●●●

COMPETENCIES

- Creative Management
- Leadership & Team Building
- Marketing & Creative Strategy
- Subject Matter Expert
- College Level Teaching
- Project Management
- Campaign Development

EDUCATION SUMMARY

Master's Degree

Graphic Design & Advertising
Savannah College of Art & Design

Bachelor's Degree

University of Southern Indiana
Marketing & Business Administration



OVERVIEW:

- Master of Arts Degree, (SCAD) Savannah College of Art and Design
- Bachelor of Science Degree in Marketing, University of Southern Indiana
- Certification in Social Media Marketing, Northwestern University
- Certification in Digital Marketing, University of Illinois
- Google Certification in User Experience Design (Figma & Adobe XD)
- Online Adjunct Instructor and Subject Matter Expert in Digital Media Design
- 18 Years Creative Management and Digital Media Design Experience
- 18 Years Interactive Multimedia and Web Design Experience
- 12 Years Curriculum Development and Teaching Experience (College Level)
- 8 Years Broadcast Television and Radio Production Experience
- Highly Proficient in all Adobe CC Applications

EXPERIENCE:

Creative and Digital Design Director (contract): MEG, Inc.

June 2016 - Present

Responsibilities include:

- Implemented and Managed Creative and Digital Media Department
- Increased Creative Department billings and projects by 300+% in 2021
- Conceptualized all digital design and marketing projects worth \$837,000 in 2021
- Created UX (User Experience) design guidelines for all digital media projects
- Produced video/radio elements for digital broadcast worth \$534,000 in 2021
- Designed and produced all online digital advertising and marketing campaigns
- Collaborated face-to-face with all marketing and creative consulting clients
- Estimated, budgeted and oversaw of all creative department projects
- Managed and directed a freelance creative and account staff of eight (8)
- Managed interns, freelance and contract suppliers for creative department
- * *Currently Subject Matter Expert (SME) and Adjunct Instructor at SNHU in Digital Media*
- * *Currently Adjunct Instructor in Graphic Design/Communications at Rasmussen University*

Creative Director: Kirtley Freelance Creative Services

June 2009 - Present

Responsibilities included:

- Conceptualized all digital media, web, video and marketing projects
- Created UX (User Experience) design guidelines for all digital media projects
- Produced all video and radio elements for broadcast and digital placement
- Designed and produced all online digital advertising and marketing campaigns
- Estimated, budgeted and oversaw of all creative department projects
- Managed and directed a freelance creative and account staff of five (5)
- Managed interns, freelance and contract suppliers for creative department

Creative Director: Vision Communications

January 2005– June 2009

Responsibilities included:

- Conceptualized, designed, and directing all printed and digital media projects
- Estimated, budgeted and oversaw all projects originating in art department
- Managed and directed a creative staff of six (6) throughout the various stages
- Managed interns, freelance and contract suppliers for creative department
- Designed, produced and story-boarded video and multimedia presentations
- Coordinated all studio/location photography and video production
- * *Full-time Digital Media Instructor at University of Southern Indiana during this period*

EDUCATION:

Savannah College of Art and Design

Master of Arts - Graphic Design & Advertising

University of Southern Indiana

Bachelor of Science Degree, Business Administration and Marketing