



# WILLIAM E. KIRTLEY

## Let's Talk Creative.

Portfolio: [www.wekirtley.com](http://www.wekirtley.com)

Phone: (502) 544-5400

[www.wekirtley.com](http://www.wekirtley.com)

[wekirtley@wekirtley.com](mailto:wekirtley@wekirtley.com)

### 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 and Design

**Bachelor's Degree**  
University of Southern Indiana  
Marketing and 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
- Online Adjunct Instructor and Subject Matter Expert in Digital Media Design
- 18 years of Creative Management and Digital Media Design Experience
- 18 years of Interactive Multimedia and Web Design Experience
- 12 years of Curriculum Development and Teaching Experience (College Level)
- 8 Years of Broadcast Television and Radio Production Experience
- Highly Proficient in all Adobe CC Applications

### SKILLS:

- Creative Management
- Brand Development
- Budgeting and Estimating
- Copywriting and Editing
- TV and Radio Production
- Video Editing/Production
- TV and Radio Production
- Motion Graphics
- Web Design/Production
- Digital Media Marketing
- Art Direction
- Figma and Adobe XD
- Digital Illustration
- WordPress/CMS
- Campaign Development
- 3D Modeling /Animation
- User Experience Design
- Marketing Consulting

### EXPERIENCE:

#### Creative and Digital Design Director: MEG, Inc. Consulting

June 2016 - Present

*Responsibilities include:*

- Implemented and managed Creative and Digital Media Department
- Increased Creative Department billings and projects by 243% in 2023
- Conceptualized all digital design and marketing projects worth \$1.2 Million in 2023
- Created UX (User Experience) design guidelines for all digital media projects
- Produced video/radio elements for digital broadcast worth \$534,000 in 2023
- Designed and produced all online digital advertising and marketing campaigns
- Increased marketing and creative consulting clients by 23 in 2023
- Estimated, budgeted and oversaw 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 University of Tampa*

#### Creative Director: Kirtley Freelance Creative Services

June 2009 - June 2016

*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 worth \$423,000 in 2015
- Designed and produced all online digital advertising and marketing campaigns
- Estimated, budgeted and oversaw 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
- \* *Subject Matter Expert (SME) and Adjunct Instructor at Concordia University*
- \* *Adjunct Instructor in Graphic Design/Communications at Bellarmine University*

*Experience continued on page 2*



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### MORE ABOUT MYSELF

I have been working in the creative and design industry for over 20 years and have worked on many different types of projects, including print media, special events, video production, audio and podcast production, special effects video, web development, SEO, and UX design. I have a passion for engaging creative content and have enjoyed working with all types of clients on all types of projects. I like all aspects of the creative and design thinking processes, and I continually learn and educate myself on the most current techniques, applications, and trends.

I am also an educator and instructor for college level-classes in design, web development, and communications. I feel it is my responsibility to give back to those who want to be in this fulfilling and exciting industry. I am also a subject matter expert (SME) in all types of digital design and communications curriculum developmental projects for several on-line and on-site colleges. I believe that continuing education is the foundation for being a versatile and innovative creative.

If you would like more information about my background and experience, please contact me at the information below. If you have any questions you would like to ask me, please email me at [wekirtley@wekirtley.com](mailto:wekirtley@wekirtley.com).



### Creative Director: Vision Communications

January 2005– June 2009

Responsibilities included:

- Conceptualized, designed, and directed 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 the University of Southern Indiana during this period

### Digital Media Design Instructor University of Southern Indiana

January 2004 - June 2009 (adjunct and full-time)

Responsibilities included:

- Developing 5 new courses and curriculum, program structure, and assessments
- Instructing students in Digital Design and Multimedia and principles
- Grading and critiquing all submitted student work and assessments
- Designing promotional materials for the Visual Communications department
- Managing the University of Southern Indiana Chapter of the Art Club

**Classes Taught:** Visual Design Theory, Web Design and Production, Advanced Typography, Digital Pre-Press, Page Layout Design and Production, Digital Photography, Animation Principles, Video Editing and Production, SEO Strategies, User Interface Design

### MISCELLANEOUS:

- Certification in Social Media Marketing, Northwestern University
- Certification in Digital Marketing, University of Illinois
- Google Certification in User Experience Design
- Subject Matter Expert in Design Foundations for Bellarmine University and SNHU
- Digital Design Foundations Instructor for University of Tampa and SNHU
- Curriculum Development Consultant for Southern New Hampshire University
- Digital Design and Multimedia Volunteer for Habitat for Humanity
- Tutor for Adobe Creative Suite Applications
- Winner - 1998 St. James Art Fair Poster Design Contest
- Winner - 2010 Gallopalooza, First Place, Foal Category
- Awarded Merit Scholarship based on portfolio at Savannah College of Art and Design
- Member of the Advertising Federation
- Member of the Graphic Design Association

### PORTFOLIO:

Online Portfolio: [www.wekirtley.com](http://www.wekirtley.com)

### Brands I Have Worked with:

