

# JOHN BENNETT

Creative Director • Defender of Storytelling

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## QUALIFICATIONS SUMMARY

Dynamic and highly-motivated agency and in-house creative leader. 15+ years of quantifiable results in global branding conceiving and executing data-driven advertising and marketing campaigns, and implementing efficient cross-functional creative processes. Champion of a hands-on approach to talent development, project management, and client relationships. Dedicated to continued evaluation of current practices to identify areas for improvement, to reduce expenditures, and to streamline workflows. Passionate about utilizing a wide-ranging and detail-focused skill set to deliver positive business results.

### **Creative, Design, & Management Expertise Includes:**

- Creative Leadership
- Brand Positioning
- New Business Development
- Building Cross-Functional Teams
- Creative Process Improvement
- Concept Creation/Execution
- Channel-optimized Copywriting
- Art Direction
- Video: Scriptwriting & Direction
- User Experience Design/Copy
- UX/XD Strategy & Process
- Digital Content Strategy
- Expert Presenter & Facilitator
- Sales Enablement

## PROFESSIONAL EXPERIENCE

### **Integrate, Inc, Phoenix, AZ**

#### **Executive Creative Director, January, 2022 – Present**

Own the evolution of the company's brand identity, messaging, and creative process.

Key Achievements:

- Transforming the creative function from a service-based organization to a strategic partnership.
- Completed an in-depth brand audit to inform the implementation of a comprehensive brand guidelines system.
- Instituted a data-driven approach to inform all creative output.

### **Goats of Dover, Dover, MA**

#### **Creative Director, Chief Goat Officer (CGO) May, 2020 – January, 2022**

One day after O'Reilly Media activated a pandemic-initiated R.I.F. I started a goat-powered landscaping company. I created brand messaging, [a website](#), and marketing materials. Within weeks we had more work than we could handle. When the economy rebounded I turned the day-to-day business operations over to capable college students.

### **O'Reilly Media, Boston, MA**

#### **Creative Director, 2018 – 2020**

Own creative and strategic oversight of the company's transformation from a well-established publishing firm to a SaaS-based, master-branded, B2B/B2C digital learning leader. Partner with the C-suite to crystalize brand differentiators and create a rock-solid positioning framework. Devise and implement a comprehensive, research-backed brand voice/visual system. Drive marketplace consistency through standardization of brand identity.

Key Achievements:

- Measurably improved productivity and happiness by establishing a collaborative project management workflow.
- Spearheaded the creation of integrated marketing campaigns and sales enablement programs.
- Reduced YOY design costs by over \$250K by evaluating practices and streamlining functions.

## **Buildium, LLC, Boston, MA**

### **Creative Director, 2016 – 2017**

Led a company-wide rebrand designed to expand market penetration and establish Buildium as the industry's leading SaaS-based property management platform. Built a highly-invested team through hands-on training and mentorship. Created a flexible brand identity system that powered the efficient production of consistent, cross-channel executions.

Key Achievements:

- Launched a conversion-focused website that increased leads, subscriptions, and incremental revenue.
- Reduced customer churn by 25% by creating and implementing an interactive onboarding process.
- Generated record-setting revenue through tightly integrated campaigns that touched all phases of the customer journey—tactics included targeted in-app messaging.

## **d50 Media, Chestnut Hill, MA**

### **Creative Director, 2013 – 2015**

Cultivated a highly-productive, cross functional work culture where individual creativity could thrive in a collaborative environment. Focused on securing new clients while maintaining excellent relationships with existing accounts. Utilized analytics hone concepts and inform the best mixture of digital and traditional work.

Key Achievements:

- Directed a comprehensive agency rebrand within the first three months of hire.
- Won five new crucial clients within the first eight months.
- Led campaign strategy and concept development for the agency's highest billing clients.

## **Avid, Burlington, MA**

### **Creative Director, 2008 – 2012**

Directed a global mission to transform and unify five disparate product brands into one master-branded company. Conceptualized, developed, and launched integrated B2C and B2B campaigns that included live events, social, DM, P.O.P. and digital tactics. Directed on-site and remote teams comprised of creative and marketing professionals.

Key Achievements:

- Created the most successful product launch in company history.
- Secured 1M+ marketing responses annually.
- Expanded webinar attendance to 25K+ participants and converted 5K+ leads into sales opportunities.
- Produced and implemented a comprehensive, segment-based brand voice system.
- Improved the consistency of written communications by creating and leading quarterly all-hands writing workshops.

## **ADDITIONAL EXPERIENCE**

- Vice President/Creative Director, Cosmic Blender, Watertown, MA. Clients included: W Hotels, American Express, Cisco Systems, Biogen, Harley Davidson, and many more.
- Creative Director, WBZ-TV, Boston, MA. Led all brand and promotional campaigns. Increased audience by over 25%.
- Senior Writer/Director, The National Basketball Association, New York, NY. Clients included: HBO, CBS, NBC, FOX

## **EDUCATION**

Bachelor of Fine Arts in Communication Arts, Minor in Philosophy  
Valdosta State University, Valdosta, GA

## **TECHNICAL PROFICIENCIES**

Adobe Creative Suite (Photoshop, InDesign, Illustrator), Microsoft Office Suite (Word, Excel, PowerPoint). Google Analytics, Google G-Suite, Slack, WorkFront, Asana, Trello