

Jim McCabe

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CREATIVE DIRECTOR

Innovative, creative leader with over 20 years of experience at both ad agencies and a national brand, produce ROI (Return on Investment) focused marketing materials and manage multiple creative departments. Guide and produce all of today's mediums including TV and radio campaigns, print, video and experimental content, social media campaigns, direct mail, email and digital display campaigns, branded corporate interior design and collateral materials. Design management of corporate websites and internal franchise sites for the distribution of marketing and collateral materials. Timeline, budget and client relationship management. Leader and mentor to junior employees. Analyze results of campaigns to consistently improve performance. Proactive, energetic, forward thinker who believes anything is possible.

Areas of Expertise

- Branding
 - Creative Development
 - Strategy Development
 - TV Development and Production
 - Direct Mail and Email
 - Digital Display and Internet Marketing
 - Video Development, Direction and Production
 - Web Design
 - Corporate Interior Design
 - In-House Agency Management
 - Print Design and Production
 - Creative Design Testing
 - Client and Franchise Management
 - Market Analysis
 - Creative Presentation
 - Project Management
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PROFESSIONAL EXPERIENCE

Stanley Steemer International, Inc. • Columbus, OH • 07/2011 to 3/2020

Creative Director

Oversaw creative strategy, development and production of marketing materials for consumer facing, corporate and franchise efforts. Proactively started, staffed and managed a full service in-house agency producing seasonal TV and radio campaigns, email campaigns, direct mail campaigns, digital display campaigns, social media content and print including corporate collateral for both B2B and B2C communications.

- Quickly saved the company more than \$5-million in ad agency and production fees while increasing the amount of content produced every year.
- Dramatically cut time and complexities in the creative process by instituting new project management and content management systems. This effort streamlined the approval process and strategic accuracy.
- Produced a new brand guide that established exact design standards including approved fonts, colors, icons, logos and styles to ensure proper and consistent branding.
- Creatively designed packaging for numerous products for sale via corporate website.
- Partnered with other department leaders and executives contributing to the overall company direction and advancement.
- Provided branded marketing materials for franchises via print to web and asset management platforms.
- Improved the ROI (Return on Investment) of campaigns by collaborating with analytic teams. Results would be reviewed, and creatively refined based on new analytical data.

- Mentored, managed and guided staff of graphic designers and writers.
- Actively researched, groomed and maintained relationships with various vendors, printers, public relations agencies, media agencies (both traditional and digital), and video production companies.

Affinity Express, Inc. • Columbus, OH • 01/2009 - 06/2011

Creative Campaign Manager/Director

Conceived and produced local and national print, direct mail, digital display, email and social campaigns for a wide variety of newspapers, magazines and digital marketing. Guided all national locations. Worked closely with the offshore Creative Leaders to help guide the production of designers in India. Collaborated with newspaper sales staff creating numerous campaigns for existing and potential clients resulting in long-term contracts for the sales team.

- Finalized strategic direction and creative briefs that supported client, account and media team's goals.
- Prepared and presented quarterly creative presentations to executive teams.
- Researched and presented new marketing trends and testing techniques while mentoring other designers and account teams.
- Invented the process for presenting creative work to existing and perspective clients.
- Created innovative solutions to enhance productivity between offshore production and onshore designers.

SendTec, Inc. • St. Petersburg, FL • 05/2005-11/2008

Associate Creative Director

Managed the creative and production of various digital marketing efforts including email, display campaigns, website, landing page development. Designed social media content and videos, Direct TV campaigns, direct mail campaigns and print campaigns. Partnered with executive leadership to solidify marketing strategies and new business pitches.

- Dynamically led growth of all digital marketing medias, including numerous corporate website design, e-commerce website design, display campaigns, emails campaigns, and multiple social media campaigns.
- Partnered with the Direct TV arm of the agency to conceive and produce long and short form direct TV campaigns.
- Enthusiastically tasked with keeping existing and new clients excited about business.
- Managed, hired and mentored art directors and copywriters.

Previous experience: Art Director and Senior Art Director for ad agencies including: Saatchi and Saatchi and FerrellCalvillo in New York, Ogilvy and Mather in Chicago and SendTec, a Digital ad agency in St. Petersburg FL. Art directed and wrote campaigns for print, television, in-store promotions, website design, digital display campaigns, package design, out of home and radio. Participated, guided and won numerous successful new business pitches, increasing agency revenue.

EDUCATION

Bachelor of Fine Arts • University of Dayton • Dayton, OH
Certification of Completion • Miami Ad School (Formally Portfolio Center) • Atlanta, GA

SELECT COMPUTER SKILLS

Adobe Creative Suite • Microsoft Office • Google Teams Management Systems