

Jim McCabe

2170 Cheltenham Rd. • Columbus, OH 43220

917-647-9354 • jim@jamesfmccabe.com

www.jamesfmccabe.com

CREATIVE DIRECTOR

Innovative, creative leader with over 20 years of experience at both ad agencies and a National brand, producing ROI focused marketing materials and managing multiple creative departments. Guiding and producing 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. Analyzes 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. In addition to producing materials quickly I was able to save the company over \$5,000,000 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.
- 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 the franchises system via print to web and asset management platforms.

- Improved the ROI of campaigns by collaborating with analytic teams. Results would be reviewed, and creative 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.
- Created 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 and existing clients.

- 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.
- Together with the Direct TV arm of the agency, helped to concept and produce long and short form direct TV campaigns.
- Partnered with the Direct TV arm of the agency to concept and produce long and short form direct TV campaigns.
- Client management
- 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

Adobe Creative Suite, Microsoft Office, Google Teams Management Systems