

Jim McCabe

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CREATIVE DIRECTOR

Innovative, creative leader with over 20 years of experience at both Ad agencies and National brands, producing ROI focused marketing materials and manage multiple creative departments. Create and produce marketing campaigns across all mediums including TV, radio, print, video and experimental content, social media campaigns, direct mail, email and digital campaigns, branded corporate interior design and collateral materials. Design and support corporate websites and internal franchise sites for the distribution of marketing and collateral materials. Project management maintaining timeline, budget and client and internal relationships. Leader and mentor to junior employees. Analyze campaign performance to consistently improve performance. Proactive, energetic, forward thinker who believes anything is possible.

AREAS OF EXPERTISE

- Branding
 - Creative Development- CPG, Financial, Luxury, Grocery, Service brands, Health
 - Strategy Development
 - TV Development and Production
 - Direct Mail and Email
 - Digital Display and Internet Marketing
 - Video Development, Direction and Production
 - Copy and art direction
 - Package Design
 - Web Design-ecommerce
 - 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

Swisher • Jacksonville, FL • 06/2021 to Present

Associate Creative Director

Lead Creative for several Smokeless and Adjacencies brands under the Swisher umbrella. These include Kayak and Creek chewing tobacco's, Hempire and Rogue Nicotine on Demand brand lines. Working with Brand Leaders and Trade teams to manage and guide the creative design and copy development, Brand Identity, Packaging, In-Store Display and POS, Email campaigns, Website content, Social Media content campaigns, internal Corporate campaigns and Print for both B2B and B2C.

- Collaborate with Brand Managers contributing to the development of both brand and creative strategies.
- Participate in analytics reviews, translating learning's into more effective marketing campaigns.
- Engage with Sales Teams to review and develop campaigns new and existing campaigns, as well as participate in reviews of existing campaign performance.
- Work with external agencies to guide various projects from ideation through completion, ensuring strategy and branding, timing and budget accuracy.
- Lead the creation and establishment of new brands added to the company portfolio, as well as updating existing brand standards to establish consistent look, tone and messaging.
- Guide Creative team, ensuring success of campaigns. Manage timelines and budgets while being the liaison between Brand and Sales, and Creative.

- Keep all stakeholders abreast of the project development, timing and budget while participating in project forecasting to say a head of incoming requests.
- Worked with company Project Management Systems including: Teams, Monday and Esko.

Freelance Creative Leader • Columbus, OH • 03/2020 to Present

Creative Leader

Work with companies and brands developing marketing strategies, and translate those strategies to create various marketing campaigns across all of today's mediums including; digital, email, print, TV, video, direct mail and direct video, long form direct mail, social and more. In addition to creating and writing various campaigns, I also work with and oversee numerous in-house and external production companies and production designers to produce effective campaigns within established budgets and time lines. Also do provide high-level creative/strategic consultation for start-ups.

Clients include:

- **Rockford Home Builders** – Columbus, OH.: Concepted, wrote and produced TV campaigns and video content for social, email and print campaigns.
- **CDMG -Creative Direct Marketing Group** – Nashville, TN: Freelance Creative Director overseeing new business pitches and existing clients. Projects include numerous direct mail pieces including long form newspaper formats, multiple piece packaged direct mail pieces, email campaigns, event promotion and planning for various client conferences.
- **Assure Health** – Fort Lauderdale, FL.: Helped establish brand guide and overall go to market strategy. Oversaw numerous direct TV campaigns, developed and wrote long form direct mail campaigns. Worked with company writer to oversee numerous marketing materials.
- **Chemesis** -Vancouver, British Columbia.: Wrote and oversaw the production of a long form direct mail newspaper piece. Worked with various stakeholders to help define the strategy, then wrote and art directed 62-page newspaper direct mail piece.
- **GT Biopharma Inc.** – Beverly Hills, CA.: Wrote and art directed 12-minute video scripts, working with various stakeholders within company. Arranged production with outside Production Company, and negotiated production costs to ensure budgets were met and not exceeded. Also wrote script for and designed a video invitation brochure for a company stakeholder conference. Insured timelines were met and all deliverables arrived to the correct locations on time.

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.

- Saved the company more than \$10 million in ad agency production fees while increasing the amount of content produced every year.
- Identified efficiencies 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.
- Lead all new package design for numerous products for sale via corporate website.
- Partnered with other department leaders and executives contributing to the overall company direction and advancement.
- Provided and managed the distribution of branded marketing materials for franchises via web to print vendor sites as well as internal Franchise campaign portal.

- Improved the ROI (Return on Investment) of campaigns by collaborating with analytic teams, reviewing campaign results, comparing those to established KPI's and revise creative based on those reviews.
- Mentored, managed and guided staff of graphic designers, writers, videographers and freelancers.
- Actively 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

Lead the creative and production of local and national brands through print, direct mail, digital display, email, website, including ecommerce, social campaigns for a wide variety of newspapers, magazines and digital marketing. Collaborated and guided the off-shore Creative Leaders to help improve the accuracy of production of campaigns produced at the production office in India. Collaborated with newspaper sales staff to create 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, ecommerce, landing page development and social content. 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.

- Led the growth of all digital marketing medias, including numerous corporate website design, ecommerce website design, display campaigns, emails campaigns, and multiple social media campaigns.
- Partnered with the Direct TV arm of the agency to develop and produce long and short form direct TV campaigns.
- Managed, hired and mentored art directors and copywriters.
- Participated and won numerous new business pitches.

Previous experience:

Saatchi & Saatchi and **FerrellCalvillo** - New York, NY, **Ogilvy & Mather** – Chicago, IL.

Art directed and wrote campaigns for print, television, in-store promotions, website design, ecommerce, 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