

Keith Clark

Brand Director

PERSONAL INFO

Address

5433 W. Hartford Ave.
Glendale, AZ 85308 USA

Cell

810-813-2178

Email

keithclarkdesigns@gmail.com

LinkedIn Profile

www.linkedin.com

Portfolio

www.keithclarkdesigns.com

SKILLS

Adobe

InDesign - Advanced
Illustrator - Advanced
Photoshop - Advanced
Acrobat - Advanced
Premiere Pro - Basic

Microsoft

PowerPoint - Intermediate
Excel - Intermediate
Outlook - Advanced
Word - Advanced
Teams - Advanced

Apple

Keynote - Intermediate

Project Management

Wrike - Intermediate
Canto - Advanced

Automation Platform

The Brief - Advanced

Collaborative

Figma - Basic

INTERESTS

Music

Genre - Rock
Live Concerts
Playing Drums

Physical Activities

Snowboarding
Mountain Biking
Fitness

SUMMARY

Creative professional with extensive agency and in-house experience developing innovative, brand-driven design solutions. Proven track record of increasing customer engagement through strategic creative direction and high design standards. Skilled at managing multiple projects in fast-paced environments, collaborating across teams, and delivering high-quality work on schedule.

EXPERIENCE

Brand Director | Message Envy - Scottsdale, AZ

April 2025 - Present

- Providing brand direction across all advertising channels to ensure alignment with brand strategy.
- Presenting concepts to upper management, ensuring alignment with organizational goals and overseeing implementation across advertising channels.
- Managing a team of graphic designers and an Art Director to deliver creative projects.
- Collaborating with creative and marketing teams to develop and execute strategic planning initiatives.
- Working with vendors to ensure co-branded marketing materials align with brand standards and guidelines.
- Providing team support by conducting interviews for new hires.

Key Achievements:

- Led the creative direction for a skin care and body care services campaign, resulting in increased guest counts.
- Directed the creative strategy for a holiday promotion, contributing to higher gift card sales.

Art Director | Message Envy - Scottsdale, AZ

Jun 2019 - April 2025

- Provided visual art direction across all advertising channels to ensure alignment with brand strategy.
- Designed marketing materials including print, packaging, signage, social, video, digital display, web tiles, and email.
- Directed photo and video shoots of models for services and products on tabletop, managing all aspects including casting, pre-production, set preparation, and product styling.
- Managed a team of graphic designers to deliver creative projects.
- Partnered with creative and marketing teams to develop and execute strategic planning initiatives.
- Worked with vendors to ensure co-branded marketing materials aligned with brand standards and guidelines.
- Trained new hire graphic designers on design standards and workflows.

Key Achievements:

- Provided art direction for a Good Morning America television sponsorship that increased brand awareness and drove guest growth.
- Designed multiple skin care service launches that have significantly boosted the number of services offered and increased product sales.

Senior Graphic Designer | Message Envy - Scottsdale, AZ

Nov 2017 - June 2019

- Designed a wide range of marketing materials, including print, packaging, signage, social media graphics, videos, digital display, web tiles, and email.
- Led product photography shoots, including tabletop direction and styling.
- Developed internal design process guides to standardize workflows and procedures.
- Provided mentorship to designers on design principles and internal workflows.

Key Achievements:

- Created marketing materials for a PGA sponsorship campaign promoting brand awareness, resulting in increased services.
- Designed a skincare promotion that increased service bookings and product sales.

Senior Graphic Designer | Kahala Brands - Scottsdale, AZ

Oct 2016 - Nov 2017

- Designed marketing materials including print, digital menus, packaging, signage and vehicle wraps.
- Collaborated with marketing managers to develop strategies and execute designs that communicated brand messaging and met marketing goals.

Key Achievements:

- Designed marketing materials for multiple franchises, supporting brand visibility and product launches.

Graphic Designer | Massage Envy - Scottsdale, AZ

Nov 2015 - Oct 2016

- Designed and art directed cross-channel marketing materials including print, packaging, signage, social media, video, digital display, web tiles, and email.
- Led product photography shoots, including tabletop direction and styling.

Key Achievements:

- Designed a new skin care services launch that led to a significant increase in both services and product sales.

Graphic Designer | PetSmart - Phoenix, AZ

Oct 2010 - Nov 2015

- Designed marketing materials for print, monthly magazines, signage, social media, digital display ads, web tiles, and email.
- Directed photo shoots for products on tabletop and provided styling.
- Mentored designers, providing guidance on design principles and internal processes.
- Worked with external design agencies to ensure co-branded marketing materials aligned with brand standards and guidelines.

Key Achievements:

- Designed successful marketing materials for a co-branded partnership with National Geographic, effectively promoting increased sales and brand awareness.
- Designed a successful Halloween campaign that effectively promoted increased sales.

Art Director | Schawk - Chicago, IL

Nov 2007 - Sept 2010

- Provided visual art direction for print advertising aligned with client brand standards, ensuring consistency across materials.
- Created marketing materials including monthly circulars, direct mail campaigns, and signage for clients.
- Directed product tabletop photo shoots and model photography featuring women, men, and children.
- Collaborated with our photo retouching team to ensure the delivery of high-quality images.
- Managed a team of graphic designers, managing their responsibilities while also handling direct reporting duties.

Key Achievements:

- Created engaging lifestyle imagery and marketing materials that effectively promoted increased sales.

Senior Graphic Designer | Schawk - Chicago, IL

Nov 2004 - Nov 2007

- Created marketing materials including monthly circulars, direct mail campaigns, and signage for clients.
- Collaborated with Art and Creative Directors to develop and execute design solutions aligned with project goals.
- Mentored designers, strengthening their understanding of design principles and internal workflows.

Key Achievements:

- Contributed to a process improvement team that increased production efficiency and output.

Graphic Designer | Michigan House of Representatives - Lansing, MI

Sept 2001 - Nov 2004

- Created print and out-of-home marketing materials for political campaigns, including billboards, posters, direct mail, and brochures.
- Collaborated with a marketing manager and photographer to develop and execute marketing designs.
- Partnered with an in-house printing company to manage large-scale print runs, ensuring timely delivery and high production quality.

Key Achievements:

- Developed campaign materials that improved political awareness among target audiences.

EDUCATION

Associates in Applied Arts: Graphic Design | Lansing Community College - Lansing, MI

Sept 2001

CERTIFICATIONS

American Management Association

2015

- Essentials of Leadership
- Navigating Beyond Conflict
- Influential Leadership

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