

NICK CLARK

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Creative Marketing Professional

Dedicated professional specializing in various lifecycle marketing strategies with robust understanding of leveraging outbound multi-channel marketing as showcased in 15+ years of leadership including in various industries. Brings rich history of formulating data-informed and tested blueprints for campaigns with continuous program refinements. Elevates marketing programs within ambiguous, matrixed, and fast-paced environments. Offers track record of positive collaboration with creative agencies, cross-functional stakeholders, and internal studios.

CORE PROFICIENCIES

Strategic Planning • Project Management • Creative/Art Direction • Branding/Brand Design
Lifecycle Marketing • UI/UX • Creative Strategy • Campaign-Driven • User Experience Lifecycle
Team Leader • Performance Monitoring • Event Planning

PROFESSIONAL EXPERIENCE

Moreton & Company 2023–Present

Senior Graphic Designer

Mentored junior graphic designers while creating requested digital and print collateral in a high-paced, high-volume environment. Fulfilled marketing and graphic design requests for internal Benefits and Property and Casualty teams and their clients. Maintained internal and external email lists and deployments for industry announcements as well as scheduled newsletters. Revisited outdated training materials and updated for current and future onboarding and training opportunities.

- Discovered a need for improved quality and turnaround for a monthly task shared between creative and non-creative teams. Implemented a solution utilizing Adobe's merge capabilities that resulted in a much faster turnaround time and improved quality of final product.
- Increased the efficiency of the design team when working with the sales team on large-scale design projects. Implemented a solution that merged the styling capabilities of Microsoft and Adobe products.

Academy Mortgage 2017–2023

Senior Design Manager/Creative Services Manager/Senior Graphic Designer

Tasked with leading diverse team of high-performing designers to create market collateral for field offices located across the US and for corporate office. Gathered information from various cross-functional departments to initiate marketing collateral and collaborated with Operations, Recruiting, Communications, Support, and Product Development to produce internal and external marketing materials while meeting all state, federal, and internal compliance regulations in various states within US.

- Recognized need and created materials to elevate diverse and inclusive language and images resulting in creation of booklet outlining benefits of DEI to company and consumers consequently leading to attraction of potential employees and clients.
- Improved speed of approval processes and reduced time to release marketing materials by clearly defining and tracking project steps from ideation to completion resulting in slashing turnaround times by ~50%.
- Devised discovery process to identify department-specific needs to enhance marketing department capabilities.
- Championed updated, more robust, and current website capturing technological advantages ahead of competitors in collaboration with third-party transition team and internal tech team.
- Orchestrated annual Leadership Summit: created style guide, coordinated with vendors, design, creation, and installation of visuals.

Chums & Beyond Coastal 2011–2017

Creative Director

Oversaw full-cycle creative project management process from ideation to completion in collaboration with marketing, sales, product development, and customer service for outdoor accessories company. Led brainstorming and project execution sessions with internal and freelance contract contributors. Consistently delivered timely results in deadline-driven and highly competitive industry.

- Drove online sales marketing effectiveness and impact while retaining in-person customers by improving UX of e-commerce site and elevating Google Ads strategy, boosting email campaigns and incentives resulting in tripling monthly sales and raising ranking on Google from eight to hard-earned fifth.
- Ideated, designed, and assembled impactful company-branded trade show booth adjusting to each space.

Additional Experience

Graphic Designer/Production Manager | *Salt Lake City Weekly*, 2006–2011

EDUCATION & CERTIFICATIONS

Bachelor of Fine Arts in Graphic Design, University of Utah

Professional Management Certificate, University of Utah

Fundamentals of Digital Marketing Certification, Google Digital Garage

TECHNICAL SKILLS

Adobe • Photoshop • Illustrator • InDesign • Microsoft Office Suite • Surefire • WordPress • HTML/CSS