

davidkirincic

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Buck, a Gallagher Company

Marketing Director, Creative | 4/23 — Present

Spearheading the creation of on-brand, on-strategy marketing materials across the global business. Building upon the culture that delivers creative excellence across mediums and continually evolving the visual brand. Collaborate with the SLT, marketing, and sales stakeholders in developing print and digital marketing collateral, analyzing results, and identifying opportunities.

Creative Director | 7/22 — 4/23

Created a workflow and creative approval process to streamline the team's productivity and ensure brand consistency. Developed internal marketing campaigns that translated objectives across business units into clear and compelling creative strategies.

Phenom

Creative Director | 12/21 — 7/22

Managed an internal creative team of designers and videographers. Worked directly with a cross-functional senior leadership team to launch new website creative and content. Established company-wide guidelines for brand compliance. Implemented a digital key performance indicator scorecard to ensure the team's deliverables were meeting metrics for social media, web, and video.

IBM / Kyndryl

Senior Brand Design Lead | 7/21 — 12/21

Worked directly with the Kyndryl executive leadership to shape the design experiences/interactions for the newly created IBM spin off. Responsible for managing the quality, creativity and delivery of the brand, along with revenue generated on assigned projects. Collaborated and strategized with multiple teams for a wide range of materials including: web pages, static and animated banners, social media content, video, signage, internal and external marketing collateral. Created and curated internal databases of creative and photography to ensure consistency between global internal teams and outside agencies.

Content Marketing Manager, Designer/Security Marketing | 2/19 — 7/21

Worked closely with the Security Editor-in-Chief, IBM Security product and content marketing teams. Assisted in weekly agency meetings to ensure the creative for the Security brand was consistent across all platforms. Responsible for the creation of marketing assets including: web banners, event signage, interactive content, infographics, and animated social media graphics.

Senior Creative, Cloud/Hybrid Cloud and Analytics | 4/18 — 2/19

Worked with multiple internal clients, digital strategists, copywriters, and developers. Responsibilities included designing, developing and modifying graphical and media elements focused on web, print, and digital content within the standards and guidelines. Assignments: marketing collateral, executive presentations, animated social media graphics, event materials, instructional demos, and infographics.

Consultant

Creative Director | 7/2017 — 4/18

Freelance Creative Director for benefitexpress, Northwestern University and Ticketmaster. Projects included: competitive analysis for social media marketing; microsites and landing pages concept development; creation of emails, mobile campaigns, banners, signage; print and photo art direction.

BlueSoho

Creative Director | 8/2016 — 7/2017

Directed online/print creative, production, copy and photography team members to achieve consistent brand communication from concept to final release. Managed a retail photo studio – working with photographers, producers and stylists locally and on location. Assisted in product launches and developed prototypes for senior leadership meetings. Built equity by maintaining a strong and consistent brand for the client's products and their position in the marketplace. Worked closely with the client's marketing leadership team to execute the strategic marketing plan.

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FTD Companies

Senior Creative | 7/2010 — 8/2016

Lead web design strategist overseeing client's creative and marketing campaigns from ideation through digital release for B2B and B2C divisions. Conceptualized, designed, produced and managed multiple projects concurrently including website, mobile, social, email marketing, brochures, direct mail pieces, ad campaigns, and package designs. Responsible for establishing creative design standards, implementing template systems and constructing cost-saving budget plans. Partnered with grocery chains, Starbucks, USAA, Vera Wang, Better Homes & Gardens, and Hallmark on product launches.

True Value Company

Senior Creative | 12/2009 — 7/2010

Conceptualized, designed, and produced a wide range of digital marketing collateral for both B2B and B2C. Designed circulars, in-store and outdoor signage, event booths, package design, POP displays, and direct mail.

Purohit Navigation, Inc.

Creative Director | 2/2006 — 12/2009

Designed and produced continuing medical education materials and medical advertising ads and marketing materials. Implemented design standards and a template system for both print and web projects that streamlined the company's workflow and reduced projects' direct costs by 40 percent. Responsible for establishing creative design standards, implementing template systems and constructing cost-saving budget plans. Worked on new business pitches and won multiple RX Awards of Excellence over a three-year period further establishing the firm as a leader in the medical advertising field.

Education

School of the Art Institute of Chicago – Advanced Graphic Design – Pursued a Bachelor's Degree

American Academy of Art | Received an A.A.S. in Graphic Design and Advertising

DePaul University – College of Commerce; Accounting and French – Pursued a Bachelor's Degree

Technical

Adobe Creative Cloud | MS Office | Sketch | Drupal | Trello | Kapost | Miro/Mural | Foleon

Awards

Authors & Innovators
RX Awards of Excellence

ISCD
RX Awards of Excellence

DPM Holiday Card
RX Awards of Excellence

Focus on the Emerging
Erythropoiesis Stimulating
RX Awards of Excellence

Vivitol Bridges Speaker Training
RX Awards of Excellence

Insulin In-Depth Modern
Diabetes Management
RX Awards of Excellence

Skills and things

Creative and Art Direction · Advertising · Logo Design · Copy writing · Online Marketing · Layout
Web Design · Direct Mail · Graphic Design · Creative Strategy · Photography · Typography
Brand Development · Image Manipulation · Branding and Identity · Corporate Identity · Brochures
Marketing · Packaging · Graphics · Concept Development · Corporate Branding · Interactive
Advertising · Integrated Marketing · Creative Services · Adobe Creative Suite · Collateral
Visual Communication · Social Media Marketing · Online Advertising · Multimedia · Concept Design
Digital Media · Digital Marketing · Digital Photography · Creative Problem Solving · Direct Marketing