

davidkirincic

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Buck, a Gallagher Company

Marketing Director, Creative | 4/23 — 5/24

- Spearheaded the creation of on-brand, on-strategy marketing materials across the global business.
- Built upon the culture that delivers creative excellence across mediums and continually evolved the brand.
- Collaborated with marketing and sales stakeholders in developing marketing collateral, analyzing results, and identifying opportunities.

Creative Director | 7/22 — 4/23

- Created and directed 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 art directors, designers, and videographers.
- Worked 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 closely with Kyndryl executive leadership to shape the design experiences and interactions for the newly created IBM spin off.
- Responsible for managing the quality, creative, 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 content, presentations, video, signage, internal and external communications.
- Created an internal database of creative and photography to ensure consistency between global internal teams and agencies.

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

- Worked directly with the Security Editor-in-Chief, product marketing, and content marketing teams.
- Conducted weekly agency meetings to ensure the creative was consistent across all platforms.
- Responsible for the creation of marketing assets including: infographics, social media graphics, animated gifs, web banners, event signage, and interactive content.
- Built and developed a resource library of photography, icons, and illustrations for all of IBM.

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

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

Consultant

Creative Director | 7/2017 — 4/18

- Creative Director for Benefit Express Services, Inc., Northwestern University and Ticketmaster.
- Projects included: competitive analysis for social media marketing; microsites, landing pages, concept development, email templates, mobile campaigns, banners, signage, print, and photo art direction.

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BlueSoho

Creative Director | 8/2016 — 7/2017

- Directed creative, production, copy, and managed a photo studio for Family Dollar account team members to achieve consistent brand communication from concept to final release.
- Worked on multiple digital projects simultaneously and met tight deadlines within established budgets including social media, PR, outdoor, broadcast, in-store, and email.
- Assisted in product launches and helped develop prototypes for senior leadership meetings.
- Worked closely with the client's marketing leadership team to execute the strategic marketing plan.

FTD Companies

Senior Creative | 7/2010 — 8/2016

- Led web design strategy overseeing creative campaigns from ideation through digital release for both B2B and B2C divisions.
- Conceptualized, produced and managed multiple projects concurrently including website, social media, email marketing, brochures, direct mail pieces, ad campaigns, and packaging designs.
- Responsible for establishing creative design standards, implementing template systems and constructing cost-saving budget plans.
- Partnered with grocery chains, Starbucks, Vera Wang, Better Homes & Gardens, and USAA on product launches for social media, events, PR, email, billboard, photography, and broadcast.
- Created brand equity by implementing style guidelines, templates and photography standards that were shared easily with partner agencies.

Education

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

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

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

RX awards of excellence

- Vivitrol Bridges Speaker Training
- Focus on the Emerging Erythropoiesis
- Insulin In-Depth Modern Diabetes Management
- Authors & Innovators
- DPM Holiday Card
- ISCD