



# JESSE WM. YOUNCE

CREATIVE DIRECTOR + DESIGNER

## EXPERIENCE

[ 2022 – PRESENT ]

### CREATIVE DIRECTOR | SSDM Marketing + Advertising Agency

As a key member of agency leadership, I currently lead the largest team in the agency and am responsible for brand voice and creative direction for all of the agency's client roster. In this role I have overseen and developed projects ranging from performance campaigns, branding identity, and various print and video projects. Project pitches, presentations, and creative strategy are also key facets of my role as agency CD.

[ 2016 – 2022 ]

### CREATIVE DIRECTOR | SIMIRON INC Coatings Manufacturer

Oversight and development of marketing and creative services for brand and all product lines. Ensure the timely and budgetary completion of projects by building and strengthening professional relationships with external vendors and contractors. Provided marketing oversight for toll manufacturing for several major brand names.

- + Slashed marketing costs by 70%
- + Improved CTR from 0.4% to an avg. 2.8% by redeveloping corporate website
- + Captured new sales opportunities of \$2M per year by developing web-based sales lead generation strategies
- + Spearheaded company-wide digital transformation leveraging Microsoft 365 business suite

[ 2013 – 2016 ]

### SR. DESIGN DIRECTOR | ADVANCE PRINT & GRAPHICS

*Print + Digital Marketing Services*

Oversight of in-house creative team. Responsible for client presentations and pitches. Creative ideation and strategy development.

- + Creative account management for major clients such as Penske Automotive Corporation and the University of Michigan
- + Earned Penske Automotive's business away from 3 major marketing agencies by developing effective marketing, increasing quality and delivery times

[ 2001 – 2015 ]

### FREELANCE DESIGN + MARKETING SERVICES

Provided illustration, graphic design, web development, character design, print, digital, video, branding, and marketing solutions for a diverse range of clients.

- + Expertly managed relationships with high-value clients such as Ford, Toyota, Quaker Oats

## PROFILE

I am a seasoned creative director + designer with a profound passion for crafting transformative experiences that captivate and inspire audiences. With a robust portfolio spanning diverse industries, I have a proven track record of delivering innovative campaigns that push the boundaries of creativity. Drawing on my expertise in storytelling, design, and technology, I have seamlessly merged artistry and strategy to create impactful narratives that leave a lasting impression.

Through collaborative leadership and a relentless pursuit of excellence, I have nurtured teams to consistently exceed expectations and achieve remarkable results. With a keen eye for emerging trends and a dedication to staying ahead of the curve, I am committed to driving brands forward in an ever-evolving creative landscape.

## KEY ROLES

Creative Director  
Senior Art Director  
Creative Strategist

## EDUCATION

Columbia College  
Chicago, IL  
2009 – 2013

## WORK + PLAY BALANCE

A consummate creative at heart who loves art + design. You'll find me creating visual art, illustrating, writing and producing music or enjoying and caring for nature and the outdoors.



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## NOTABLE CLIENTS

DTE Energy Inc | Penske Automotive Group | Walt Disney Theme Parks | University of Michigan Eastern Michigan University | Make-A-Wish Foundation | PPG Industries | Delivery.com | Flatout Bread | Mitch Albom Charities | Paralyzed Veterans of America | Ford Motor Group | Pulte Homes General Motors | Masco Corporation / Behr | Rust-Oleum | Commonsail Investment Group Covington Investment Group | Simiron Coatings Inc | Vensure HR | EmPower HR | T. Marzetti Company | S&P Global Inc

## ACCOLADES

Hermes Creative Awards Winner | The Telly Awards Winner | Viddy Award winner | dotComm Award Winner