

JESSE YOUNCE

CREATIVE DIRECTOR | BRAND STRATEGY + VISUAL DESIGN

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PROFILE

Visionary Creative Director with a robust history of spearheading transformative brand strategies and multi-platform campaigns that resonate with audiences and drive substantial market growth. Instrumental in elevating brands with a proven record of increasing market share by 35%, enhancing brand recognition by 40%, and shattering engagement benchmarks by 70%. Adept at fostering a culture of innovation and collaboration, resulting in award-winning work, significant revenue growth, and a marked improvement in team retention and campaign efficiency.

SKILLS

Creative Strategy | Creative Leadership | Brand Strategy | Art Direction | Graphic Design | Brand Development | Video Production | Print Production | Digital Marketing | Web Development | UI/UX/AI Design | Illustration | AI Tools | Advertising Campaigns | Project Management | D2C/B2B/B2C | Leadership and Team Management | Creativity and Innovation | Communication and Presentation Skills | Empathy and Customer-Centric Mindset | Strategic Planning | Adaptability | Cross-Functional Collaboration | Problem Solving and Critical Thinking

EXPERIENCE

Creative Director

Centerline Digital

09/2024 – Current
Raleigh, North Carolina

- Oversee and elevate the quality of creative work across all client engagements, ensuring consistency with Centerline's high standards.
- Lead creative pitches and presentations, securing business and driving growth for both the agency and our clients.
- Identify high-value clients and projects, leveraging creative expertise to deliver relevant, impactful solutions.
- Manage and mentor creative teams and freelancers, fostering a collaborative and supportive environment that encourages cross-learning.
- Stay at the forefront of industry trends across video, animation, interactive, and social media to deliver cutting-edge marketing communications.

Creative Director

SSDM Marketing Group

01/2022 – 03/2024
Troy, Michigan

- Developed a high-performing creative team that consistently exceeded KPIs, boosting company revenue by 20%.
- Coordinated daily with external resources and talent, ensuring successful project scoping and seamless management of creative processes.
- Implemented tailored creative strategies, achieving alignment with client objectives and boosting customer satisfaction.
- Excelled in client pitches and presentations, showcasing innovative solutions that secured new business opportunities.
- Oversaw omni-channel marketing campaign hitting 97% of monthly lead goal.
- Pioneered the integration of AI tools into the creative process, enhancing productivity by 30% and creative output quality.

Creative Director

Simiron Inc

10/2016 – 01/2022
Rochester Hills, Michigan

- Spearheaded comprehensive sales and marketing strategies, fostering collaborations with industry giants.
- Directed branding initiatives and produced instructional materials, contributing to effective go-to-market strategies.
- Pioneered the company's digital transformation using Microsoft BI, leveraging AI to optimize operations.
- Strategically developed in-house creative and marketing teams, driving Simiron's brand vision and achieving a 40% increase in brand awareness.
- Spearheaded the brand's visual and voice overhaul, aligning with current market trends and consumer preferences, which was praised for its innovation and relevance by competitors and market influencers.
- Expertly managed relationships with high-value partners such as PPG Industries, Amazon, Home Depot, and Costco.



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