

MARCUS VANCE

CREATIVE DIRECTOR · ART DIRECTION & BRAND STRATEGY

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PROFILE

Award-winning Creative Director with 10+ years of experience leading cross-functional teams to build high-impact campaigns and brand ecosystems. Specializes in uniting art direction, storytelling, and digital innovation to drive engagement for global clients.

CORE EXPERTISE

- Art Direction
- Brand Strategy
- Campaign Concepting
- Team Leadership (15+)
- Digital Experience
- Copy & Narrative
- Motion & 3D Design

SELECTED AWARDS

- **Cannes Gold Lion**
Campaign of the Year, 2023
- **D&AD Wood Pencil**
Digital Innovation, 2022
- **Clio Gold Award**
Brand Identity, 2021
- **Red Dot Design**
Interface Design, 2019

EDUCATION

BFA in Communication Design
Meridian School of Design
Class of 2013 GPA: 3.8

PROFESSIONAL EXPERIENCE

Creative Director

Apex Agency

Directing creative teams, campaign strategy, & client relations

2022 – Present

- Mentor and scale a multi-disciplinary team of 15+ designers, copywriters, and art directors to produce award-winning work.
- Directed the visual rebrand of Nimbus, resulting in a 34% increase in digital acquisition and a 50% rise in organic brand search.
- Partnered with the executive team at Meridian to architect a new brand strategy and design system used across 14 global offices.

Associate Creative Director

Vertex Digital

Leading digital branding projects, client pitches, & design systems

2018 – 2022

- Managed design execution for key global accounts, ensuring cohesive messaging across web, mobile, and social platforms.
- Led the digital overhaul of Synapse's user experience, elevating customer satisfaction scores by 40% over 12 months.
- Co-authored and pitched winning creative proposals to Fortune 500 prospects, adding \$8M+ in new annual contracts.

Senior Art Director

Nexa Creative

Concept design, video production, & campaign layouts

2014 – 2018

- Concepted and executed integrated marketing campaigns combining print, high-budget broadcast video, and digital media.
- Maintained brand guidelines across all customer touchpoints, acting as the primary quality gatekeeper for Nexa's design work.

SIGNATURE CAMPAIGNS

Nimbus: "Reimagine the Future" (2023)

Led the concept and execution of Apex Agency's largest campaign of the year. Spanning broadcast, interactive web portals, and 3D out-of-home displays in major metropolitan areas, the campaign drove 120M+ impressions and won a Cannes Gold Lion.

Synapse: "Humanizing Technology" (2021)

Designed a human-centric identity system and visual narrative for Synapse. The system unified 12 disjointed sub-brands under a single cohesive brand architecture, leading to a 25% increase in post-rebrand enterprise sales.