

GREG SMITH

Designer • Marketer • Teammate • Leader

Seasoned Creative Director with a decade of excellence in brand marketing, photography, and video production. Expert at spearheading global rebranding initiatives and propelling company growth. Dynamic communicator and leader, adept at steering creative teams to achieve exceptional outcomes in brand marketing and management.

Experience:

Creative Director: Sparks

Ridgefield, CT | November 2014 – Present

Drive the Sparks brand direction in strategic planning, brand development, digital marketing, animation, video production, and photography to ensure cohesive brand representation.

Orchestrated a global rebrand across all channels, resulting in a modernized appeal and consistent brand growth post-relaunch.

Effectively managed day-to-day tasks, timelines, and collaboration with internal teams and external partners/freelancers.

Contributed to Sparks' remarkable growth, increasing brand retention and driving annual revenue from 75M to over 450M.

Creative Director: Exago BI

Shelton, CT | Dec. 2020 – Jan. 2021

Brought in to refresh the company's branding and marketing direction by implementing a human-centered approach across all touchpoints to foster lasting relationships and brand trust.

Successfully managed day-to-day tasks, timelines, and collaboration with internal teams and external freelancers.

Instrumental in the successful acquisition of Exago BI by industry leader Logi Analytics.

Jr. Art Director: IN Marketing Services

Norwalk, CT | Apr. 2013 – Oct. 2014

Strategically identified and designed omnichannel marketing solutions for key clients, including Unilever, Newell Brands, and Edgewell INC.

Led the branding, asset management and photography for the Dove Men's NCAA March Madness partnership, serving as the agencies brand director.

Communication:

Demonstrated ability to articulate ideas effectively and influence both peers and senior leadership for support on concepts, proposals, and projects.

Strong leadership, communication, presentation, and interpersonal skills.

Management:

Proven expertise in managing budgets, timelines, and teams, including recruitment and fostering employee development.

Adept at handling multiple projects and priorities with meticulous attention to detail.

Project Execution:

Skilled in navigating complex environments with a process-oriented approach.

Capable of conceptualizing entire project lifecycles and translating findings into plans.

Strategic Thinking:

Strategic thinker with a keen understanding of positioning and marketing.

Proficient in media production and communication.

Education:

Bachelor of Fine Arts, Graphic Design

The College of Saint Rose | Albany, New York

Executive Presence and Influence: Persuasive Leadership Development Certificate

University of Pennsylvania | Philadelphia, PA

References:

References available upon request