

Brennan Wall

Creative Marketing Director

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Summary

A creative leader with over a decade of experience in branding, strategic design, and marketing. Experience in a wide variety of industries including healthcare, education, direct sales, mortgage, consumer products, B2B, B2C. With both agency and in-house experience. Proven history of leveraging design and analytics to exceed business objectives, connect with customers and provide creative marketing that leads to conversion.

Experience

Senior Art Director

Helix Education 2017-Present

- Created and implemented an ongoing multiple channel brand campaign. Resulting in a 35% year-over-year in online student growth. Mount Mercy U.
- Increased Thomas More University's CRO by 85% with creative A/B split tests.
- Lead and created new brand campaigns for University of Saint Francis and Huston-Tillotson University, resulting in 30%+ year-over-year growth.

Creative Director / Owner

BW Design 2010-Present

- Accomplished a 1106% increase in organic web traffic for Legacy Outdoor Adventures (LOA) with website redesign and SEO implementation.
- Created and developed the Amplizon/Profitvine brand. Resulting in a feature in Forbes Magazine, and an increase in overall brand awareness.

Marketing Director

SecurityNational Mortgage 2016-2017

- Created new revenue streams for the Marketing Department, with multiple branding packages and marketing assets.
- Directed and executed marketing campaigns and strategies for 100+ LO's.
- #1 producing region averaging \$300 million per month in loans.
- Vetted, managed, and implementing new procedures in project management and tracking. In order to decrease department overhead.

Creative Lead

Revere Health 2014-2016

- Created a rebrand of Utah's largest network of independent physicians. 100+ locations, 170+ providers, 1,500+ nursing staff and 29 different specialties.
- 200% increase in web traffic with a fully redesigned website.
- Concept and edit multiple videos and TV spots.

Graphic Designer

Sound Concepts 2013-2014

- Designed new brands national and international companies including: Aмео, Miravita, Visi, Tranont, Unicity, Isagenix, etc.
- Package design and multiple product launches.

Lead Graphic Designer / Manager

Digital Printing Solutions 2008-2013

- Lead designer on all design projects.
- Gained essential knowledge in traditional marketing.

Education

AS Graphic Design
Steven Henagers College

BS Marketing Management
Western Governors University

Portfolio

brennanwall.com

Skills

SEO
Web Design
UX Design
Branding
Digital Marketing
Marketing Strategy
Product Marketing
Leadership
Communication
Strategic Thinking
Innovation
Problem-solving

Tools

Adobe Indesign
Adobe Photoshop
Adobe Illustrator
After Effects
Google Analytics
Microsoft Office

Recognitions

Best Creative and Web Design
EduADAWARDS . • 2019 • Mount Mercy University

Best Integrated Website
EduADAWARDS . • 2018 • National Louis University.

Best 30 Second TV Commercial
EduADAWARDS . • 2018 • Huston-Tillotson University.

American Inhouse Design Award
GD USA . • 2017 • Print Design, SNMC.

Best Integrated Marketing Campaign
EduADAWARDS . • 2017 • National Louis University.

Marketer of the Year
Samy Awards . • 2016 • SecurityNational Mortgage.

Best Rebrand
Utah AMA . • 2015 • Revere Health.

References

Brandon Smith

Project Manager at Helix Education
385.227.0947

Dave Bollard

Sr. Director of Marketing at JourneyTEAM
(VP of Marketing at SecurityNational Mortgage)
801.545.7265

Justin Ellingford

(Marketing Director at Revere Health)
801.764.7644

Mike Dobson

Senior Art Director at Sound Concepts
801.225.9520