

BRENNAN WALL

Creative Director

SKILLS

Adobe Suite	Marketing Strategy
Google Analytics	Product Marketing
Microsoft Office	Leadership
SEO	Communication
UX/Web Design	Creativity
Branding	Strategic Thinking
Advertising	Innovation
Digital Marketing	Problem-solving
Social Media	Management

CONTACT

Phone: 801.494.9374

Email: brennanwalldesign@gmail.com

Portfolio: brennanwall.com

REFERENCES

BRANDON SMITH

Director of Project M. at Helix Education
801.545.7265

DAVE BOLLARD

Sr. Director of Marketing at JourneyTEAM
(Creative Director at SecurityNational)
801.545.7265

JUSTIN ELLINGFORD

Owner of Moniker, Amplizon, Totem
(Marketing Director at Revere Health)
435.764.7644

MIKE DOBSON

Art Director at Sound Concepts
801.225.9520

AWARDS

Best Rebrand Utah AMA • 2015

Marketer of the Year Samy Awards • 2016

American Inhouse Design Award

Advertising, GD USA • 2016

Integrated Marketing Campaign Award

Educational Advertising Awards • 2017

American Inhouse Design Award

Print Design, GD USA • 2017

30 TV Commercial EduADAWARDS • 2018

Integrated Website EduADAWARDS • 2018

EXPERIENCE

Senior Art Director

Helix Education 2017-Present

- Achieved 35% year-over-year student online growth by leading, creating and implementing an ongoing multiple channel brand campaign. (MMU)
- Increased site wide CRO by 85% by A/B testing and tracking user data. (TMU)
- Lead and created a new ongoing brand campaign for USF and HTU, increasing brand awareness averaging 30%+ year-over-year growth.
- 126% of National Louis University's target start goal in 2017.

Creative Director/Owner

BW Design 2010-Present

- Increased organic website traffic by 1106% for Legacy Outdoor Adventures with a website redesign, and implementing SEO.
- Averaged 796 new users per month with the LOA redesign.
- Created the new brand for Amplizon/ProfitVine leading to a feature in Forbes magazine, and increased revenue.
- Manage, track and order printing for client inventory weekly.

Marketing Director

SecurityNational Mortgage 2016-2017

- Opened up a new revenue stream for the Marketing Department with customizable individual brand packages, websites, and digital marketing.
- Directed and executed marketing campaigns and strategies for 100+ loan officers in my region, which was the highest producing region averaging \$300 million per month.
- Created custom drip campaigns for LO's with multiple touch points.
- Implemented project management system for the marketing department after vetting multiple software systems.

Creative Lead

Revere Health 2014-2016

- Full channel rebrand of Utah's largest network of independent physicians. With 100+ locations, 170+ providers, 1,500+ nursing staff and 29 different specialties.
- 200% increase in web traffic with a fully redesigned website.
- Concept, storyboard, and editing of multiple videos and commercials.

Senior Graphic Designer

Sound Concepts 2013-2014

- Designed the brand for Ameo an extension of Zija international.
- Package design for Young Living, Isagenix, Unicity, Visi, etc.
- Extensive brand creation on all platforms for multiple international companies.

Lead Graphic Designer

Digital Printing Solutions 2008-2013

- The Lead designer on all design projects.
- Prepared and operated machinery, gaining essential knowledge in the print world.

EDUCATION

Bachelor in Marketing Management
Western Governors University

Associates in Graphic Design
Steven Henagars College