

JUSTIN MCKIBBEN

Results-driven Creative Marketing Director with over 10 years of experience in shaping brand identity and spearheading innovative marketing strategies. Proven expertise in copywriting, graphic design, and digital communications. Adept at leading cross-functional teams to execute high-impact branding campaigns to effectively drive engagement and growth in competitive markets.

EXPERIENCE

CREATIVE DIRECTOR OF MARKETING | SPRINGBIG INC

MAY 2019- AUG 2024

- Led the conceptualization and design of a dynamic marketing portfolio, including a campaign that was instrumental in securing an additional \$11.5 million during the Series B investment round.
- Created a sales presentation leveraged in over 2,000 demos annually, creating a 72% increase in average deal size, 37% reduction in time to close, and 300% increase in revenue from new products introduced to the existing client base.
- Achieved a consistent 35%-45% open rate for email marketing campaigns and weekly newsletters, reaching over 2,000 subscribers.
- Directed a team of graphic designers in developing comprehensive marketing strategies including print and digital assets, web content, SEO blogs, and detailed case studies.
- Identified and developed opportunities for product launches, including creating external marketing strategies and educational resources for users.
- Collaborated with the Product Development team to enhance user experience and app UI/UX design.
- Worked with strategic partners to develop and execute targeted co-marketing campaigns, including webinars, co-branded collateral, and client-focused events.
- Managed brand's social media presence across platforms such as X, Facebook, Instagram, YouTube, and LinkedIn.
- Spearheaded a rebranding initiative, proudly earning the Gold Hermes Creative Award.
- Actively participated in the Culture Club, organizing company activities to strengthen corporate culture and interdepartmental connections.

BRANDING AND DESIGN CONSULTANT | FREELANCE

OCT 2018- Present

- Collaborate closely with clients to leverage their unique vision, products/services, and goals to develop of impactful brand identities and optimized content.
- Significantly enhancing organic web traffic and search engine rankings through SEO-optimized blogs and web content.
- Conduct thorough research on client products, services, and industry trends to produce engaging and relevant copy, adhering to editorial style and format standards.
- Deliver tailored branding solutions that enhance clients' market presence and improve customer engagement.

LEAD MARKETING SPECIALIST | PALM HEALTHCARE COMPANY

JUNE 2014 - 2019

- Researched industry news, trends, and competitor services to develop engaging website and blog content, resulting in improved website traffic, conversion rates, and brand awareness.
- Led a writing team in creating SEO-optimized website content, significantly enhancing organic web traffic and search engine rankings.
- Managed multiple brand social media accounts across platforms including X, Facebook, Instagram, YouTube, and LinkedIn, increasing engagement and follower growth.
- Coordinated and facilitated training, marketing, and fundraising events, ensuring smooth operations and successful outcomes.
- Conducted client testimonial interviews and collaborated with clients to create informative blog posts, showcasing their experiences and brand perspectives.
- Earned 200 Hour Raja Yoga Certification and 300 Hour Hatha Yoga Certification, guiding clients to achieve clarity and mindfulness through personalized yoga sessions.

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PORTFOLIO

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EXPERTISE

Project Management

Graphic Design

Copywriting

Creative Direction

Branding

Email Marketing

SMS Marketing

SEO

Social Media Marketing

TECHNICAL SKILLS

Adobe Suite	<div style="width: 100%;"></div>
Photoshop	<div style="width: 100%;"></div>
Express	<div style="width: 90%;"></div>
InDesign	<div style="width: 70%;"></div>
Illustrator	<div style="width: 60%;"></div>
Figma	<div style="width: 80%;"></div>
Canva	<div style="width: 100%;"></div>
Google Slides	<div style="width: 100%;"></div>
PowerPoint	<div style="width: 95%;"></div>
WordPress	<div style="width: 98%;"></div>
Elementor	<div style="width: 85%;"></div>
MailChimp	<div style="width: 95%;"></div>
Midjourney	<div style="width: 90%;"></div>
ChatGBT	<div style="width: 80%;"></div>
Hootsuite	<div style="width: 75%;"></div>