



DAVID NELKE

STRATEGIC CREATIVE DIRECTOR

BUILDING BRAND RECOGNITION FOR GLOBAL CORPORATIONS

- 1200% increase in product sales through re-branding, packaging, and advertising initiatives.
- Recovered over \$83 million in losses by label restructuring to meet FDA standards.
- Saved over \$6 million in operational costs by developing corporate data & archiving structure.
- Drove sales from \$4 million to over \$94 million through consumer behavior analysis.

ACCOMPLISHMENTS

- ♥ Super Bowl XXXVI Marketing
- ♥ NFL Advertising
- ♥ Byron Nelson Marketing
- ♥ Sports Publishing
- ♥ Published Book Designer

EXPERTISE

- ♥ Collaboration
- ♥ Innovation
- ♥ Project Management
- ♥ Brand Development
- ♥ Vendor Relationships
- ♥ Printing Technologies
- ♥ Licensing and Compliance

OPERATIONAL SKILLS

- ♥ Retail
- ♥ Business to Business
- ♥ Training
- ♥ Creative Operations

A FEW STATS

30y+
Work Exp.

143+
Awards

732+
Happy Clients

∞
Projects



WORK EXPERIENCE

CREATIVE SERVICES MANAGER

TRAXXAS

McKinney, TX

Led a team of graphic designers, web developers, writers, and creators to develop packaging, marketing, and merchandising for the top-selling electric radio-controlled (RC) vehicle company in America. Oversaw the creative transformation process into tangible outputs across various media, while ensuring efficient operations.



2019 to Present

- Managed the entire creative project lifecycle from initial concept development to final execution using Jira while meeting required quality standards.
- Led an on-site and remote team of graphic designers, copywriters, web developers, and other creative professionals. Fostered a collaborative and creative work environment, encouraging innovation and high-quality output.
- Collaborated with internal stakeholders to scope project requirements, objectives, and target audiences. Developed creative strategies and concepts aligning organizational brand and objectives.
- Incorporated external vendors, including printers, photographers, and production companies into strict production deadlines.
- Developed and launched products monthly, driving revenue & market share growth.

SENIOR EXECUTIVE CONSULTANT

Stone Soup Solutions

North Richland Hills, TX



Stone Soup

2015 to 2019

Built the strategic digital experience design for multiple international Fortune-ranked companies through custom application solutions and system integration projects. Collaborated with client stakeholders establishing creative processes on UI/UX design & user flows.

- Managed multidisciplinary interactive interface design teams for B2B and B2C application development using Microsoft Project.
- Communicated with C-Level stakeholders while scoping their needs and providing appropriate status reports.

CREATIVE DIRECTOR

Doctors in Training

Fort Worth, TX



DOCTORS IN TRAINING
STRUCTURED. FOCUSED. AWESOME.

2011 to 2015

Developed digestible medical training materials, marketing, user interfaces, and advertising campaigns. Emphasized brand continuity across various media such as online courses, specialty booths, multi-tier marketing campaigns, media, and print. Built creative design strategy consensus from C-Level through directors.

- Increased yearly marketing revenues from 132% to 235% across traditional and digital platforms from concept to completion.
- Saved the company \$250,000 yearly by changing vendors and publishing formats.

CREATIVE / MARKETING DIRECTOR

Darkspire Media

McKinney, TX



2005 to 2011

Directed client global presence strategy across web, mobile, data visualization, and social media platforms. Assessed market position and trends while devising advertising strategies. Cultivated a team to design and engineer new site features, marketing, and advertising products.

- Increased 43% year-over-year sales by improving broad market brand strategy, product interface design, interaction design, user experience, and web design.
- Increased online donations by over 25% by streamlining donation use cases.
- Built effective professional relationships with key stakeholders.
- Developed innovative cross-platform product solutions using performance metrics and interaction data.

CREATIVE DIRECTOR

White Heat Ltd.

Allen, TX ♥



2002 to 2005

Saved over \$30 thousand dollars and delivered finished products ahead of schedule. Inspired teams to create and produce a wide variety of adult and children's novelty books.

- Created award-winning book designs and published multiple titles for the LUCY & DESI and I LOVE LUCY estates.
- Successful creative direction, illustration, and production for over 80 titles with a focus on pop-up books, board books, picture books, and novelty books.
- Slashed operating costs by 24% nationally working with Monday.com to institute new systems and strategies to streamline workflow.
- Sought out new authors, illustrators, and agents while nurturing existing relationships with well-known publishers to develop a diverse roster of talent.
- Mentored under James Diaz, world-famous paper engineer.

ART DIRECTOR/BRAND MANAGER

Electronic Data System

Plano, TX ♥



2000 to 2002

Developed and expanded a re-branded global strategy for a \$21 billion multinational information technology equipment and services company. Responsible for all aspects of branding, support, and adherence to internal and external communication.

- Worked closely with the VP of Global Brand Experience, VP of Marketing, and board members to define the company's look, feel, and voice.
- Responsible for creative, brand, content strategy, and compliance for over 136,000 employees in a Fortune 500 company.
- Served as a leader for brainstorming efforts that generated fresh and innovative design ideas for high-end client projects.
- Created global media-based solutions for live tracking of the EDS regatta team.

CHIEF CREATIVE OFFICER

USAG

Dallas, TX ♥



1998 to 2000

Orchestrated design and collaborated on strategic direction for 12 corporations under the USAG umbrella with an international presence across multiple platforms. Collaborated with and provided creative vision for new product concepts, connected device initiatives, competitive site analysis, project strategy, PR, and marketing initiatives worldwide.

- Directed a new-market venture of \$4 million to over \$94 million in annual sales.
- Produced creative and marketing in a fast-paced start-up environment that aligned with corporate strategies.
- With a \$3 million budget a year, negotiated and managed all vendor relationships.
- Transformed problematic packaging that had caused seizures by the FDA and quickly restored forward momentum.

CREATIVE DIRECTOR

The Brinkmann Corporation

Dallas, TX ♥



1993 to 1998

Created and produced award-winning packaging and product designs for over 160 global brands for a \$223 million/year global corporation. Diverse product offerings included: smokers, cookers, lawn & garden products, camping equipment, hunting & fishing gear, pet products, automotive, lighting, and fashion & apparel.

- Spearheaded global branding, marketing, merchandising, and packaging.
- Saved \$200k in one year by reducing inventory costs.
- Managed broad scope of operations, from competitor research to database creation
- Generated 18%+ growth for five consecutive years.
- Introduced over 18 new products each quarter into the market

ADDITIONAL INFO



1991 to 2004

STAFF SERGEANT

United States Marine Corps (Reserves)

Global

Honor graduate from USMC Headquarters Career Planning School proficient in aptitude and assessment tools that provided valuable insight into Marines skills. Detail-oriented and analytical with excellent communication and planning abilities. Technically astute and decisive problem-solving and organizational skills. Adept at keeping equipment working properly through regular maintenance, and keeping personnel safe. Dedicated to motivating Marines while educating them in safety procedures and testing requirements.

- Helped Marines evaluate relevant career-advancing schools and courses.
- Updated and improved core guidelines, procedures, and tracking programs.
- Developed career and education plans based on individual needs and wants.
- Completed initial assessments and provided counseling sessions.
- Trained and supported Marines in performance, compliance, and procedures.
- Worked with Marines to continuously improve career and placement opportunities.

DESIGN SKILLS

Print



Packaging



Business Design



Innovation Design



Adobe Creative Suite



ADVERTISING SKILLS

Brand Development



Identity



Strategy Development



Process Development



DIGITAL SKILLS

Digital Marketing



UX/UI Development



Social Media Marketing



CSS/HTML



SEO Management



AWARDS & HONORS

Potentials in Marketing - Gold Star

4x

AHMA Packaging Expo - 1st Place

27x

AHMA Packaging Expo - 2nd Place

32x

AHMA Packaging Expo - Merit Award

16x

Do-It-Yourself Retailing - 1st Place

8x

Do-It-Yourself Retailing - 2nd Place

13x

Excellence in Reusable Packaging Award

Global Compensation & Benefits Award

Raising the Bar Atlantic Challenge

Navy Meritorious Unit Citation Ribbon

3x

Letter of Appreciation - Toys for Tots

Letter of Appreciation - City of Frisco

Letter of Appreciation - Toys for Tots

11x

Letter of Appreciation - City of Frisco

3x

Ark Press Awards - Excellent Original Artwork

Ark Press Awards - Superior Editorial Cartoon

Ark Press Awards - Superior Advertising Layout

MY PASSIONS



Art/Design



Gaming



Golf



Cycling



Media



Jeep

PHILOSOPHY

My natural way of thinking is cyclical. You can't connect the dots looking forward, you can only connect them looking back.

CONTACT



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MORE INFO



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