

Eric R. Roell

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PROFESSIONAL SUMMARY

I am a highly skilled Creative and Brand Director with a successful history of leading and inspiring high-performing creative teams. Leveraging 14 years of experience, I specialize in innovative and impactful marketing campaigns, brand strategy development, and cohesive visual identity implementation. My proven track record in driving significant sales growth, achieving recognition for successful brand revitalization, and receiving prestigious industry awards. My expertise includes directing multimedia campaigns, overseeing brand standards, and collaborating closely with executive leadership to achieve corporate communication goals.

EXPERIENCE

Marketing Director of Creative and Brand

June 2022 – Present

Demco Inc.

Madison, WI

Marketing Creative and Brand Director leading all corporate and marketing efforts for e-commerce, multimedia, digital marketing, direct mail, web, and advertising. Leveraging 14 years of experience, I lead an innovative and dynamic team of 12 creatives including designers, writers, content strategists and multimedia professionals. Achievements include:

- Pioneered a transformative leadership approach for my department and improved overall team satisfaction/motivation (TOMO), propelling a remarkable 700% increase in Net Promoter Score (NPS) as a creative leader. Notably, my leadership played a pivotal role in elevating the team's employee engagement scores from the lowest in the company to the highest, showcasing a profound positive impact on overall team dynamics.
- Successfully implemented innovative and impactful marketing campaigns, resulting in a phenomenal 200% increase in sales year over year in our largest product category
- Led the creation and implementation of fresh brand guidelines and a cohesive standard for all marketing materials, encompassing both print and web media, receiving commendation from top executive leadership.
- Instituted new photography standards at Demco, introducing innovative guidelines that transformed all product photography for a new modern and dynamic standard across online platforms and print media.
- Directed photoshoots both studio product shoots as well as off-site environmental shoots with and without models.
- Responsible for the development of compelling and targeted multimedia campaigns across various channels, including digital, print catalogs and direct mail, and social media.

Creative Marketing Director

July 2015 – June 2022

WPS Health Solutions

Madison, WI

Dynamic Creative Director leading an award-winning department overseeing all creative aspects, including marketing, sales, and advertising initiatives. Directly managing a talented team of 14 writers, designers, and multimedia specialists, Achievements include:

- Created television ad campaign which resulted in a remarkable 105% increase in sales and doubled leads over the past two years. This work was recognized with six prestigious Telly awards and 16 regional ADDY awards, further validating our creative expertise.
- Led marketing initiatives that increased unaided brand awareness (+5pts.) and other key attributes to record levels.
- Created an omni-channel optimization vision that delivered record results for three consecutive years (2020– +29%, 2021–+27% and 2022– +74%) on the most profitable product line (Medicare Insurance).
- Directed and executed the creative development of comprehensive marketing and corporate communication deliverables encompassing television, video, radio, and print advertising, as well as social media, customer newsletters, direct mail, and brochures.

- Developed and maintained corporate brand standards, ensuring consistent adherence across all business units and employees to reinforce a cohesive brand identity.

Global Creative Director

September 2014 – July 2015

Yappem

Sheboygan, WI

As the Global Design Director, I consistently strived to push the boundaries of innovation and creativity, leveraging my expertise to drive results, capture new business opportunities, and elevate Yappem's global presence.

Achievements include:

- Working in close collaboration with developers, I ensured seamless integration of design elements while maintaining a consistent and cohesive visual identity across all platforms. This approach not only enhanced the user experience but also reinforced Yappem's brand recognition. This included all website and mobile UX and UI design.
- In addition to managing design aspects, I played a key role in facilitating partnerships with prestigious clients, including Ralph Lauren, Walmart, Kohl's, and Under Armour. I collaborated closely with corporate executives and marketing directors to produce engaging presentations and compelling collateral, showcasing Yappem's capabilities and value proposition.

Owner/Freelance Designer

January 2013 – July 2015

Lake Cottage Design

Madison, WI

Established freelance design and marketing firm which annually saw growth in excess of 300%. Worked closely with clients to develop dynamic creative projects and high-quality design solutions to across various industries. Proficient in utilizing Adobe Creative Suite and other design tools to craft visually compelling logos, marketing collateral, website graphics, and social media assets.

Creative Services Manager

April 2008 – December 2012

Bloomberg Law

Washington, DC

Collaborated closely with marketing and sales directors to conceptualize and oversee the development of comprehensive advertising and marketing materials for Bloomberg Law's diverse product line. Achievements include:

- Effectively managed a team of 12 designers, writers, and production professionals, consisting of both in-house staff and external resources, to deliver high-quality sales, marketing, and corporate collateral across print and online platforms.
- Successfully led two corporate rebranding projects within a 12-month timeframe, introducing new logos and branding templates while ensuring uniform implementation company-wide.
- Demonstrated unwavering commitment to upholding corporate-wide branding guidelines, ensuring consistency and alignment with standards set by the parent company in all internal and external communications.

EDUCATION

Bachelor of Arts in Advertising/Journalism

University of Wisconsin, Eau Claire, WI

AREAS OF EXPERTISE

Strategic Brand Development | Creative Direction and Leadership | Brand Positioning and Identity | Creative Team Management and Mentorship | Presentation and Pitching Skills | Cross-Channel Marketing Campaigns | Visual and Graphic Design Oversight | Team Leadership and Collaboration | Brand Messaging and Communication | Digital and Social Media Strategy | User Experience (UX and UI) Design | Content Creation and Storytelling | Budget Management and Resource Allocation | Brand Guidelines and Standards | Data Analysis and Performance Metrics | Cross-Channel Creative Campaigns | Concept Development and Execution