

James Campbell

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Website | LinkedIn

Creative Director | Senior Marketing Professional

Strategic, hands-on creative leader with 15+ years of experience delivering innovative marketing campaigns and brand strategies that drive business growth. A visionary with a track record of transforming creative concepts into high-impact projects across digital, print, video, and experiential media. Proven expertise in leading teams, managing client relationships, and ensuring seamless project execution. Adept at blending creative direction with data-driven insights to strengthen brand presence and exceed business goals.

Key Highlights

- Increased brand engagement by 500% through innovative cross-platform campaigns and targeted visual strategies, resulting in a 30% growth in sales.
- Successfully led creative teams, managing diverse projects from conception to execution, ensuring high-quality deliverables on time and within budget.
- Expertise in leading creative vision across multiple channels including websites, social media, digital ads, print materials, and tradeshows.
- Demonstrated ability to mentor and develop creative teams, fostering collaboration, nurturing talent, and ensuring continuous growth.
- Skilled in aligning client goals with creative strategy, delivering impactful visual narratives that drive business success.

Areas of Expertise

Creative Vision & Strategy

Brand Stewardship & Evolution

Cross-functional Team Leadership

Digital, Print & Video Creative Direction

Design Software Mastery (Adobe Creative Suite, Figma, Canva)

Website & Digital Project Management

Client Consultation & Communication

Creative Process Oversight

Marketing Campaigns & Strategy

Innovation & Trend Spotting

Professional Experience

Seat Concepts | Caldwell, ID.

Jun 2024 - Present

Creative Director

I lead creative strategy and execution across digital, print, and experiential channels, ensuring projects align with client goals and brand identities. I work closely with clients and teams to turn business objectives into creative solutions that drive brand awareness. I also manage and mentor a talented team of designers, animators, and freelancers, fostering a collaborative and innovative environment. Throughout, I ensure the brand vision stays consistent and evolves to remain relevant to the audience.

Stinker Stores. Inc. | Boise, ID.

Dec 2023 - Jun 2024

Category Manager | Digital and Loyalty Engagement

Led Stinker's digital presence across website, social media, signage, and app, ensuring content aligned with the brand's identity and industry trends. Managed vendor relationships to support digital initiatives, driving project success. Collaborated with teams to execute seasonal campaigns and product launches, boosting engagement and sales by 30%, while optimizing the loyalty program through data-driven insights.

Western Power Sports | Boise, ID.

Sep 2020 - Dec 2023

Lead Designer

Collaborated with creative teams, executives, and stakeholders to ensure alignment and effective communication across seven brands, meeting project goals and expectations. Achieved a 30% reduction in marketing expenses by streamlining processes and eliminating redundancies, consistently meeting milestones within budget over three years. Established 3D and animation initiatives, and was responsible for a 500% increase in brand awareness for four brands through social media advertising that contributed to a 20% growth in overall brand performance through enhanced visual identity and targeted campaigns.

Education

Academy of Art University

Bachelor of Fine Arts; Animation and Visual Effects

San Francisco, CA

Jun 2010 - Sep 2014

Technical Skills

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects)

Figma, Canva, Cinema 4D, Blender

WordPress, Wix, Squarespace, Airtable

SmartSheet, Wrike, monday.com

Google Business, Meta Ads Manager

Mac and PC platforms

Additional Skills and Attributes

Creative Leadership: Proven track record of leading and inspiring creative teams, guiding junior designers and freelancers to achieve exceptional results.

Client Consultation: Skilled in consulting with clients to understand their business goals and translate them into effective visual strategies.

Brand Stewardship: Demonstrated expertise in maintaining brand consistency and evolving brand identities to stay relevant in competitive markets.

Hands-On Design: Actively involved in the design process, from high-fidelity wireframes and mockups in Figma to delivering final designs across digital, print, and video formats.

Innovation and Trend Awareness: Always staying ahead of industry trends, emerging technologies, and cultural shifts to bring fresh, cutting-edge ideas to creative strategies.