

CARL DESMOND

CREATIVE SPECIALIST



Remote or Physical



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PROFILE

Self-motivated and award-winning Creative Director with extensive experience in Healthcare and related consumer industries. Collaborating with creative and account teams to bring marketing strategies to life that positively engage customers for outstanding outcomes.

EDUCATION

Brainerd Community College

Associate of Arts (A.A.), Communication and Media Studies

CORE SKILLS

- Creative Direction
- Management
- Copywriting
- Interactive Advertising
- Digital Advertising
- Integrated Marketing
- Strategy
- Advertising
- Art Direction
- Design
- Illustration
- Project Management
- Adobe Creative Suite
- Microsoft Office

CLIENTS SERVED

3M	JOHNSON & JOHNSON
CRYOLIFE	MICROVENTION
GLAUKOS	THREAD RESEARCH
IVANTIS	ZEISS MEDICAL

WORK EXPERIENCE

ASSOCIATE DESIGN DIRECTOR

MINDS + ASSEMBLY / REMOTE / JAN 2023 – DEC 2023

Guiding a team of senior and lead designers to maintain and build opportunities to elevate our client's brand. From managing timeframes, deadlines, and deliverables, the daily work was fast-paced and energetic. I worked closely on brand guidelines, websites, and media efforts to help continue creating authentic bonds between people and our client's brands by making things that serve a purpose, beautifully.

BRAND DIRECTOR

THREAD RESEARCH / GLOBAL REMOTE / JUN 2022 – DEC 2022

Leading and producing flawless executions for internal and external visuals that demonstrate innovative, creative approaches and engaging video presentations. Working closely with cross-functional counterparts to ensure campaign and tactics meet strategic goals. Providing creative management and direction on all activations while meeting deadlines, staying within budget, and exceeding expectations whenever possible.

CREATIVE DIRECTOR

QooQoo / Irvine, CA / 2012 – 2022

Direct operations of the creative team to maintain the agency's standards of excellence, timelines, and profitability while achieving the client's strategic goals. Responsibilities include staff supervision, project management, copywriting, creative development, and final execution.

REFERENCES

Available upon request.