

Drew Dougherty

Creative Director / Graphic Designer



Cell: **949.677.7324**
Portfolio: drewba.com/download
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Address: **Orange County, California**

SUMMARY:

Global branding direction, marketing strategy, consumer-lifestyle product campaigns, & leading passionate creative design teams.

WORK HISTORY:

BXC Inc. ***Branding & Marketing*** ***Design Studio*** Dana Point, Ca. 05/05 - Pres.,

Brand Strategist, Graphic Designer & Consumer Empath.

Mentor, concept, create, design, and collaborate side-by-side with all project partners. Led agency business development, pitches and presentations. Awarded over 400 projects and 100 clients since 2005. Write emotional, consumer-centric brand strategies with client-side teams (VP Sales, CEO, CMO and Creative Directors) and encourage collaboration. Maintain budgets; schedules; contracts; teams; vendors and freelance contractors (copy writers, illustrators, photographers, directors, producers, programmers and videographers).

- 18/8 Barber Shops Franchise rebrand and marketing support - CD and Designer.
- Kelly Slater/Quiksilver, Komunity brand launch and support - CD/Fractional CMO.
- Jennifer Lopez/BodyLab Nutrition brand launch - Strategy & Creative Lead.
- Giro Sports - Global Retail Packaging and Product Graphics - Designer & Art Director.
- Callaway Golf - Annual Report, Packaging, Catalogs - Designer & Art Director.

O'Neill ***Wetsuits & Outerwear*** Santa Cruz, Ca. 09/99 - 05/05

Global Creative Director & Managing Art Director.

Maintained brand image, authenticity, consistency and value through all touch points and products. Supervised in-house advertising-marketing department. Worked directly with family founders and executive team. Provided creative direction, support, and guidance within multiple product categories and with all international licensee marketing and product teams.

- During tenure, brand claimed #1 position and a 5% brand value increase.
- Nominated Manufacturer of the year 2005.
- Managed tradeshows, product catalogs, ads campaigns, and sales meetings annually.
- Championed global rebrand and 50th year anniversary campaign.
- Managed international website, intranet, web analytics and customer profiles.
- Designed and produced an internal agency project and budget tracking system.

SKILLS:

Global Brand Management, Public Speaking, Hiring, Employee Reviews, Work-flow Applications, Producer, Budgeting, Estimating, Copy Writing, Creative Design, Project Briefs, Proposals, eCommerce, Database, Product Development, UI, Web, Digital, Marketing Materials, Retail Merchandising, Social Media, Consumer Research, Collaboration, Naming, Identity Guidelines, Adobe Creative Suite, Photoshop, Indesign, Graphic Design, Print Production, Packaging Design, Brochures, Content, Video, Editing, POP, Advertising, Email & Sales Campaigns, Newsletters, Printing, Web Production, Experiential Activations, Tradeshows, Events, Digital Marketing, Creative, Art Direction, Illustration, Typography, Logo Design, Animation, Photography, Photo Shoots, Casting, Talent, Location Scouting, Freelancing, Remote, Self Motivated.

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WORK SAMPLES:

