

# JOHN TALLENT

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## Creative Director | Senior Manager

### Professional Summary

Innovative and seasoned Creative Marketing Director with a decade-long track record of success, leading impactful campaigns for renowned national and international brands such as Nike, Chase Banks, and Jim Beam. Expert in crafting engaging brand experiences that drive significant business results. Skilled in team leadership and adept at blending digital and physical marketing strategies to boost brand awareness and sales. Eager to tackle new challenges and contribute to the growth of forward-thinking organizations.

### Areas of Expertise

- Creative Development
- Campaign Ideation
- Brand Identity Building
- Leadership & Management
- Creative Direction & Guidance
- Trend Analysis & Forecasting
- Content Production
- Compelling Storytelling
- Client Relationship Building
- Project Management
- Collaborative Communication
- Performance Optimization

### Professional Work History

#### Senior Manager of Brand and Creative

Filevine, Salt Lake City, UT | June 2023 - Present

- Developed brand guidelines to maintain consistency across all marketing materials
- Created processes across departments to increase department output and maintain timelines
- Collaboration with cross-functional teams including marketing, sales, and product development to align messaging and go to market story telling
- Conducted market research to identify target audience preferences and optimize campaign effectiveness
- Led a team of creative professionals in the development and execution of innovative marketing campaigns
- Conceptualized and led creation of compelling marketing assets while maintaining budgets
- Wrote scripts, designed storyboards and led video creation, including directing and post production

#### Creative Director

FEASTbox/Just Meats, Springville, UT | September 2022 - October 2023

- Oversaw creative and marketing teams, managing multiple brand accounts and marketing campaigns
- Led complex projects, and built multiple brands and assets within tight deadlines and limited resources
- Designed 12 unique restaurant locations and launched multiple verticals in just 4 months
- Directed marketing efforts for revenue-generating products using digital and traditional advertisements, video, web, and social media to drive organic and paid traffic
- Managed budgets for internal and external projects

#### Senior Art Director

Thrasio, Salt Lake City, UT | December 2020 - March 2022

- Grew and managed a creative team from 10 to over 50 employees during hyper-growth period
- Oversaw creation of brands, marketing materials, and advertisements across multiple product verticals
- Generated millions in sales from paid and organic advertising
- Managed team of designers, copywriters, and production staff, established department processes

## Art Director/Digital Design Coordinator

Arena, Salt Lake City, UT | May 2018 - December 2020

- Managed client and production teams to produce high-quality marketing materials
- Oversaw million-dollar ad buys and the marketing materials to support them
- Designed for web, print, and video production, overseeing multiple clients and assets simultaneously

## Global Digital Technical Designer

NIKE, Beaverton, OR | May 2015 - May 2018

- Planned and designed global content for Nike.com and SNKRS app,
- Coordination with geo partners for product launches
- Organized and managed thousands of unique assets, ensuring the quality and effectiveness of content
- Led team in the creation of "Size and Fit" guides for brand categories on global store

## Digital Creative Intern

McGarryBowen, New York City, NY | June 2013 - August 2013

- Supported creative projects for clients including Chase Banks and Dr. Pepper/Snapple.

## Education

### Brigham Young University

Provo, Ut  
2007 - 2013

- BFA Communications - Art Direction
- Minor - Spanish

## Awards

### American Advertising Awards

- Silver Addy Award Winner