

Scott Kempler

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Creative Director

Provide creative vision across all product and marketing touchpoints. Strong leader capable of driving creative direction and leading multiple projects, simultaneously, from inception to final product. Vast experience across product and packaging design, content creation, trade shows, catalogs, printed and digital marketing pieces, and ecommerce initiatives. Successfully collaborate with diverse creative teams to ensure deliverables are consistent with company branding and strategy. Act as liaison to internal and external partners. An extensive track record of increasing sales and launching ideas into business.

Selected Achievements

- Online sales jumped by 35% in the first year as the Vice President of Marketing for current employer
 - Designed and developed integrated, multi-platform, digital campaign for Rust-Oleum Corporation that resulted in over 3,000 likes and 500 shares
 - Refresh of the classic Tripoley brand generated 50% increase in sales over the previous year and gained additional items on shelf at a major retail chain
 - Voluntarily named on 4 different patents for contributions to the development of my clients' digital and manufactured products
 - Designed the Chicago Wolves Hockey logo, among other notable brand identities
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Experience

CET Enterprises, Northbrook, IL

November 2017 - Present

Marketing Director

Reporting directly to the CEO and serving as a key member of the senior management team my primary responsibility is to drive sales and memberships using traditional and digital marketing platforms, across the three different brands that comprise CET Enterprises. I develop marketing strategy and direct the execution for all of the marketing for this rapidly growing business. Attract and nurture new members and increase the participation of existing members through multi-channel branding and marketing programs. Client-facing representative in sales and vendor meetings. Manage Marketing Department spending, hiring and training of staff.

Accomplishments

- Online sales grew 35% in the first year as a result of email campaigns that consistently exceeded industry averages, and optimization of the ecommerce web pages
- Social media following grew by 15% (sports equipment brand) and 10% (athletic club) in first year due to creative and memorable social media campaigns and engaging, graphics-rich, social posts
- Athletic club participation doubled in the first year, as a result of refreshed branding and enticing, targeted marketing campaigns

Creative Director/Owner

Generate awareness, brand value and sales utilizing online and offline strategies. Provide vision and guidance to my clients. Spark the creative process for my teams and ensure that deliverables exceed expectations. Successfully mentor and lead diverse creative teams that are based both domestically and overseas to design and develop impressive branding, marketing, websites and mobile applications.

Accomplishments

- Voluntarily named on 4 different patents for my contributions to the development of my clients' digital and/or manufactured products
 - Designed and developed front-end and source code for intra-net website and custom landing pages for RUSH University Healthcare
 - Designed and developed integrated, multi-platform, promotional campaign that generated 3,000 likes and 500 shares for Rust-Oleum Corporation
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Cadaco Toys, Chicago IL

April 2006 - April 2010

Creative Director

A leader in every phase of product development from concepting through manufacturing and marketing. Instrumental in the revitalizing of stagnant brands. Collaborated with Marketing Director to establish new markets and develop products that met the needs of those markets. Designed trade show spaces and all required signage and sales collateral. Managed budget of \$75,000-\$100,000.

Accomplishments

- Integral in development of every new product for company, from concepting to deliverable goods
 - Refresh of the classic Tripoley brand generated 50% increase in sales over the previous year and gained additional items on shelf at Toys R Us
 - Family Games sales increased 10% over 2 years after rebranding entire line
 - Presented entire line to the President of company and VPs of sales during annual meetings
 - Walked buyers around booths and actively sold product at trade shows
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Source Inc., Chicago IL

June 2003 - April 2006

Graphic Design & Production Manager

Directed projects from concepts through press-proofs for Fortune 500 companies like Owens Corning, Avery Dennison, and Monsanto. Involved in branding and design strategy at the highest levels. Successfully managed multiple projects consisting of well over 1000 total products. Was the only artist on staff that was called upon to lead both design and production projects

Accomplishments

- Directed a team of up to 5 freelance designers and production artists
 - Presented design concepts to clients including Avery Dennison, Owens Corning, and Monsanto
 - Consistently at the top of the list of most profitable artists in the company due to superior resource management and strong communication with clients and vendors
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Experience Notes

Additional tenure as Graphic Designer at Rust-Oleum Corporation (Vernon Hills, IL), Graphic Designer at Heyman Corporation (Niles, IL) and Production Manager at Hedstrom Corporation (Prospect Heights, IL).

Education

Bachelor of Arts, 1990, University of Iowa - Graphic Design Major