

# Scott Kempler

## Cross-Platform Creative Director

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### Summary

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Hands-on Creative Director with decades of experience and a track record of success building memorable brands and driving sales with highly-effective creative solutions. Self-motivated to understand the needs of clients and to make each one a winner. Expert at guiding cross-functional teams to deliver projects on time and on budget. Proven leader capable of communicating with internal and external stakeholders, mentoring staff, and fostering a team environment.

### Skills

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|-----------------------|--------------------|----------------------|-------------------------|
| • Adobe Illustrator   | • Wordpress        | • Hubspot            | • Brainstorming         |
| • Adobe Photoshop     | • Woo Commerce     | • Salesforce         | • Creative Direction    |
| • Adobe InDesign      | • Google Analytics | • Microsoft Office   | • Cross-Platform Design |
| • Adobe After Effects | • Google Adwords   | • Powerpoint         | • Packaging Design      |
| • Adobe Premiere Pro  | • Mailchimp        | • Project Management | • Production Direction  |

### Career Highlights

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- Increased email sales by 30% over previous year for the legendary Chicago music label DELMARK RECORDS
- Launched e-commerce platform to help musicians during Covid that still operates today WANG DANG DOODLE TEES
- Grew online sales by 35% for Hoparazzi Tennis Hoppers (B2B business), in a year, for CET ENTERPRISES
- Social media following grew 15% (B2B business) and 10% (B2C tennis clubs) in first year, for CET ENTERPRISES
- Designed cross-platform advertising campaign that generated over 3,000 likes and 500 shares for RUST-OLEUM
- Designed logo, e-commerce website, product packaging, and branded assets for wellness start-up VOUS VITAMINS
- Designed logo, product packaging and branding for Rhino Roof, a new product offering from OWENS CORNING
- Refresh of the classic Tripoley brand generated 50% increase in sales over the previous year for CADACO GAMES
- Managed design roll-out and print production for over 1700 light bulb skus for GENERAL ELECTRIC
- Designed original team logo, that is still used today, for the professional hockey team THE CHICAGO WOLVES

### Experience

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#### Owner/Creative Director

*Kempler Creative Solutions | Northbrook, IL | Dec 2013 - Nov 2017 & Dec 2019 - present*

Creative agency providing a holistic approach to graphic design, incorporating marketing and sales perspectives into the creative process. Impressive Graphic Design and targeted Cross-Platform Marketing ignites significant sales growth for wide range of clients including WEBER GRILLS, SPHERA SOLUTIONS, DELMARK RECORDS, RUST-OLEUM, OWENS CORNING, MAYOR BROWN, VOUS VITAMIN, and more. Accomplishments include;

- Go to person for the translation of the entire website, including written content, graphics, custom forms, linked assets, and digital advertising, for SPHERA SOLUTIONS (One Year Contractor Role)
- Increased email sales 30% over previous year for DELMARK RECORDS music label, with creative campaigns
- Launched WANG DANG DOODLE TEES ecommerce platform in 2020 to help Blues musicians during Covid Personally developed Wordpress e-commerce website, designed custom graphics and managed print production. Generated tens of thousands in supplemental income for the users of the site
- Designed cross-platform advertising campaign that generated 3,000 likes and 500 shares for RUST-OLEUM
- Designed logo, product packaging and branding for Rhino Roof, a new product offering from OWENS CORNING
- Created series of custom hand-drawn illustrations for promotional campaign for MAYOR BROWN LAW FIRM
- Designed original official team logo for CHICAGO WOLVES HOCKEY TEAM that is still used today

## **Marketing Director**

*CET Enterprises | Northbrook, IL | Nov 2017 - Nov 2019*

CET Enterprises owns two athletic clubs (Glenbrook Racquet Club, Glenbrook Paddle Club) and a tennis equipment manufacturing business (Hoparazzi). Reported directly to the CEO. Developed highly effective cross-platform marketing campaigns that significantly grew memberships, increased participation and sales for the fitness clubs (B2C) also generated awareness and sales for the fitness equipment business (B2B). Client-facing representative in sales and vendor meetings. Managed budget, hiring and training of new staff. Accomplishments include;

- Refreshed logo, branding, and website for both the tennis and paddleball clubs
  - Athletic club participation doubled the first year with effective cross-platform marketing campaigns
  - Social media following grew over 10% for the athletic clubs and 15% for the equipment business, in first year due to creative, engaging social media campaigns
  - Refreshed the branding, designed and optimized e-commerce Wordpress for the equipment business
  - Online sales grew 35% in first year, for the equipment business due to successful cross-platform campaigns
  - Optimization of the equipment business' website improved conversion rates by 10%
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## **Creative Director**

*Max Sound Corporation | Santa Monica, CA (remote) | Feb 2010 - Nov 2013*

Audio Technology start-up, developing audio software for use in music, movies, entertainment, and white label downloadable music player apps. Endorsed by Mick Fleetwood, Pitbull. Hired to establish/lead the Creative Department for company. Reported directly to CEO. Director and hands-on in designing logo, website, splash pages, PowerPoint presentations, marketing assets, advertising, social media campaigns, design UI/UX for the downloadable mobile app. Accomplishments include;

- Designed logo, website, branding including presentations that were called "powerful" by clients
  - Designed opening 2-page spread advertisement for 54th Annual Grammy Awards magazine
  - Named as an Inventor for UX Design of Android and iOS LIQUID SPINS audio player apps
  - Directed team of app programmers across multiple platforms and overseas web developers
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## **Creative Director**

*Cadaco Games | Chicago, IL | Mar 2003 - Jan 2010*

Family-owned Toy and Games manufacturer with product lines including Magic Sets, Arts and Crafts, Family Board Games, Electronic Hand-Held Games. Collaborated with CEO, Production and Marketing Directors to bring concepts to market. Integral in Product Development and Design, Packaging Design, Product Logos and Branding Design. Designed trade show spaces and all required signage and sales collateral. Attended and actively sold products at trade shows. Accomplishments include;

- Integral in development of new product for company, from concepting to deliverable goods, in each category
  - Refresh of the classic TRIPOLEY brand generated 50% increase in sales over the previous year and gained additional space on shelf at major retailers like TOYS R US, TARGET, WAL-MART
  - Family Games sales increased 10% over 2 years after brand refresh of the entire line
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## **Additional tenure**

- Design & Production Manager at SOURCE, INC
- Graphic Designer (Contractor) at RUST-OLEUM CORPORATION
- Production Manager at HEDSTROM CORPORATION
- Graphic Designer at CLASSIC SCREEN-PRINTING
- Art Director at TRISTOPHER'S GREETINGS

## **Education**

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Bachelor of Fine Arts in Graphic Design, University of Iowa