

Brian Endicott

Creative Strategist | Marketing

Work Story

Experience

Meyer Natural Foods - 2011 / Present

Creative Strategist - 2021 - Current

Graphic Designer - 2014 - 2021

Junior Graphic Design 2011 - 2014

Lynn Imaging - 2009 / 2011

Freelance - 2009 / 2011

FastSigns - 2007 / 2009

Expertise

Adobe Creative Suite

Project Management

Team Management

Email Marketing Platforms

Partnership Marketing

Budget & Resource Management

Integrated Marketing Campaigns

CRM systems

Market & Consumer Analysis

Microsoft Office 365

Certifications

Contributor to Manager

Foundational Principles for

Exercising Leadership

Awards & Recognition

In-House Design Award - GD magazine

International Sign Award

Education

Bachelor's in Fine Arts & Graphic Design

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- / **8 + years of creative thought leadership**, including art direction, team resource management, and creative development from concept to execution
- \ **Conceptualized and Art directed** brand photo & video shoots for best-in-class creative
- / **Developed strategy & creative for branded marketing campaign collateral** appearing at retail in over 18,000 grocery & c-store chains nationwide
- \ **Directed strategy & creative development for new & refreshed brand identity**, aiding in improved distribution at key retail partners
- / **12 years of pack development** experience, including award-winning package creative development for the Laura's Lean Beef retail jerky packaging
- \ **Planned & art directed best-in-class integrated multi-channel marketing campaigns** reaching millions of brand-loyal consumers
- / **Developed brand identity for new in-house brand concepts** and refreshed legacy brands
- \ **Developed Multi-million dollar budgets** with the marketing manager in alignment with key business goals
- / **Implemented improved cross-departmental project management** for greater collaboration & transparency, improving communication & lead times from concept to execution
- \ **Directed internal creative team members & agency partners**, managing creative strategy, execution & budget
- / **Managed vendor resource recruitment** correlating to improved P&L for print production in POS & packaging
- \ **Coordinated, planned, and executed innovative UX/UI strategies for digital properties**, including DTC eCommerce and brand sites
- / **Planned & supervised brand events as part of the marketing strategy**, including outside vendor management, logistics, budget, & creative development
- \ **Acted as brand ambassador** in televised & in-person events across multiple markets for 5+ years