
MICHAEL DEAN BRYANT

CREATIVE DIRECTOR

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CORE COMPETENCIES

Brand Strategy	Visual Storytelling	Paid Media Management	Brand Identity Systems
Creative Vision	Integrated Marketing	Performance Analytics	Presentation Design
Campaign Development	Art Direction	Marketing Automation	Team Leadership
Multi-Channel Marketing	Video Production	Creative Process Design	Market Positioning
Digital Advertising	Copywriting Oversight	Pitch Development	
Content Strategy	UX/UI Design	Budget Management	
Design Direction	Social Media Strategy	Vendor Negotiation	

PROFESSIONAL SUMMARY

Accomplished and innovative creative professional with 20 years of experience leading multi-disciplinary teams to deliver high-quality creative solutions and campaign across various channels. Adept at developing impactful creative strategies that align with business objectives, enhance brand presence, and exceed client expectations.

Passionate about fostering a culture of inclusivity, creativity, and fun while driving the success and growth of both the team and the organization. Skilled in translating complex concepts into compelling brand narratives and customer-centric marketing materials.

Brands and Clients I have worked with: BMW, Michelin, Men's Wearhouse, Sports Authority, DeBeers, Monster Energy, BFGoodrich, Porsche, Volvo, Peerless Network, QS1, Real Estate, Resort and Developer Clients, State and Federal Government, and Healthcare companies and systems across the country.

WORK EXPERIENCE

CREATIVE DIRECTOR, PRINCIPLE • DEAN BRYANT CREATIVE - 08/2021 - PRESENT

- **Integrated Campaign Execution:** Spearheaded cross-functional digital and print marketing campaigns, aligning creative vision with strategic brand goals.
- **Digital-Social Campaign Execution:** Spearheaded creative and launch of paid media campaigns, aligning creative vision with strategic brand goals using social media platforms such as Facebook, Instagram, TikTok and YouTube
- **Creative Leadership:** Direct multi-disciplinary teams to deliver best-in-class creative across multiple channels under tight deadlines.
- **Client-Facing Presentation:** Developed and pitched creative solutions to internal stakeholders and external clients, exceeding performance expectations.

BRAND & CREATIVE MANAGER • THE POST AND COURIER, CHARLESTON, SC - 09/2021 - 01/2024

- **Brand Expansion Strategy:** Led the design strategy to extend the brand into nine new markets, enhancing visibility and market penetration.
- **Digital-Social Campaign Execution:** Spearheaded creative and launch of paid media campaigns, aligning creative vision with strategic brand goals using social media platforms such as Facebook, Instagram, TikTok and YouTube
- **Creative Team Leadership:** Directed designers, writers, and digital content creators to build high-impact omnichannel campaigns.
- **Results-Driven Design:** Developed and presented creative concepts to clients, ensuring alignment with their objectives and delivering solutions that exceeded expectations.
- **Cross-Departmental Collaboration:** Partnered with marketing, sales, and editorial to ensure creative alignment with business goals.

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CREATIVE DIRECTOR • THE NATIONAL CENTER FOR LIFE AND LIBERTY, CLEARWATER, FL - 03/2018 - 07/2021

- **Campaign Oversight:** Directed the full creative process from ideation to delivery, ensuring exceptional quality and impact.
- **Digital-Social Campaign Execution:** Spearheaded creative and launch of paid media campaigns, aligning creative vision with strategic brand goals using social media platforms such as Facebook, Instagram, TikTok and YouTube
- **Creative Team Leadership:** Directed designers, writers, and digital content creators to build high-impact omnichannel campaigns.
- **Digital & Fundraising Strategy:** Led digital storytelling and UX strategies that drove a 40% increase in donor conversion rates.
- **Team Development:** Hired and developed a high-performing creative team through hands-on mentorship and leadership.

CREATIVE DIRECTOR • WORLD NEWS GROUP, ASHEVILLE, NC - 04/2014 - 02/2018

- **Multi-Platform Strategy:** Executed digital, print, and social campaigns to elevate brand engagement and consistency.
- **Project Management Excellence:** Delivered over 50 creative initiatives, consistently meeting timelines and KPIs.
- **Digital-Social Campaign Execution:** Spearheaded creative and launch of paid media campaigns, aligning creative vision with strategic brand goals using social media platforms such as Facebook, Instagram, TikTok and YouTube
- **Creative Team Leadership:** Directed designers, writers, and digital content creators to build high-impact omnichannel campaigns.
- **Strategic Collaboration:** Partnered with executives to align creative output with long-term brand and content strategies.

CREATIVE DIRECTOR • THE ADAMS GROUP, COLUMBIA, SC - 05/2008 - 03/2014

- **Healthcare Marketing Expertise:** Led award-winning creative campaigns for hospital and healthcare system clients.
- **Creative Team Leadership:** Directed designers, writers, and digital content creators to build high-impact omnichannel campaigns.
- **Brand-Building Vision:** Developed breakthrough creative rooted in research and audience insights to drive measurable outcomes.
- **Award-Winning Creative:** Contributed to multiple Addy-winning campaigns that drove increased engagement and brand loyalty.

CREATIVE DIRECTOR • JACKSON MARKETING, SIMPSONVILLE, SC - 07/2000 - 04/2008

- **Entrepreneurial Mindset:** Directed creative efforts for a \$25M-\$50M agency, leading a team of 110 employees to deliver innovative campaigns.
- **Project Management & Efficiency:** Enhanced the agency's creative output, resulting in a 17% increase in campaign effectiveness and client ROI.
- **Creative Strategy & Vision:** Successfully expanded brand reach from one market to nine markets, demonstrating effective scalability and strategic vision.

EDUCATION

Savannah College of Art and Design, Received Bachelors Degree in Graphic Design

SKILLS

- Brand Strategy & Positioning
- Campaign Conceptualization
- Creative Team Leadership
- In-House & Agency Experience
- Brand Stewardship
- Digital & Social Media Creativity
- Video & Broadcast Management, Production
- Agency & In-House Department Management
- Vendor & Agency Management
- Healthcare Marketing Campaigns
- Client Relations
- Budget Administration
- Figma Design Software
- Use of AI for Business
- Adobe Creative Suite
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Asana
- Klaviyo
- Frame.io
- Foreplay

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ADDRESS 414 Reliance Drive, Franklin, TN 37067

I'm a creative leader who doesn't just "Think Big" — I deliver Big!

Dear Hiring Manager,

Let's skip the polite clichés about being a “team player” or “thinking outside the box.” You're not looking for another creative director who makes things look good. You need someone who makes things work — for your audience, your brand, and your bottom line.

That's where I come in.

For over 25 years, I've been building and transforming creative teams into strategic growth engines. I've led brand launches, rebuilt in-house departments, and guided agencies through campaigns that didn't just win awards — they won market share. My work has spanned industries from luxury automotive to healthcare to ministry, with clients like BMW, Michelin, Men's Wearhouse, Porsche, and national nonprofits.

What makes me different? I fuse data, process, and creativity into a system that consistently delivers bold ideas, executed flawlessly. I've turned “cost centers” into ROI machines, mentored young creatives into industry leaders, and led remote and on-site teams with the same level of connection, accountability, and energy.

If you're looking for a leader who can develop the big idea, build the team to execute it, and measure its impact down to the last pixel and penny — we should talk. I'm not here to fill a role. I'm here to elevate it.

Let's create the kind of work your competitors wish they had thought of.

Sincerely,



MICHAEL DEAN BRYANT

You're not hiring a résumé. You're hiring a builder of belief.