



# NATHAN KING

TheNathanKing.com



Having worked with the world's largest brands, and led large and small creative departments, I've found the work that's created is only as strong as the partnerships forged with the people who bring it to life. I believe approaching people with an Outward Mindset is key to building strong partnerships which lead to strong teams.

## PROFESSIONAL EXPERIENCE

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321 THE AGENCY • JAN 2021 - SEPT 2021

### **Creative Director**

- Spearheaded creative projects for well-established local and global clientele, executing robust integrated campaigns, content, and ads across digital, mobile, and traditional media.
- Developed new business pitches and presented campaigns that resulted in winning multiple new accounts.
- Lead cross-functional creative and development teams consisting of 15+ members to develop concepts and execute creative projects across social, digital, and traditional media.
- Strategically implemented collaborative workflow model within the creative department, which improved productivity, creative output, and staff efficiency by 32%.
- Lead and strengthened creative teams by providing regular informal and formal feedback, supporting individual development plans and coaching project and relationship management skills.
- Partnered with external resources to handle overflow and special initiatives.

## PROFESSIONAL EXPERIENCE (CONT.)

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UNIVERSAL ORLANDO RESORT • MARCH 2012 - DECEMBER 2020

### **Creative Director, Digital Marketing Creative**

- Act as a key business lead for digital creative development for NAM, LATAM and EMEA, segment integration, digital creative implementation and transformation (including digital project management, digital resourcing, agile methodology implementation). Provide holistic and day-to-day vision, guidance and oversight of digital programs and projects aimed at modernizing the Universal Orlando Resort marketing and communication experiences.
- Directed, inspired, and organized an international and multi-lingual creative staff.
- Lead and strengthened creative teams by providing regular informal and formal feedback, supporting individual development plans and coaching project and relationship management skills.
- Partnered with external agencies to handle overflow and special initiatives.
- Established growth paths for department team members.
- Streamlined workflow by creating in-house digital creative solutions for global marketing initiatives which resulted in a 20% decrease in department costs.
- Worked with various departments to procure dynamic ad development system providing personalization at-scale.
- Multi-year National ADDY Award-Winner for various marketing campaigns in travel & leisure.

AMERICAN SAFETY COUNCIL • SEPT 2009 - FEB 2012

### **Lead Graphic Designer / Interactive Developer**

- Art directed and supervised design efforts from a national perspective while managing multiple projects on a local level.
- Trained, supervised and provided art direction and interactive guidance for junior designers.
- Designed and developed information architecture and user interface for interactive media.

BERNARD HODES GROUP (OMNICOM GROUP) • SEPT 2004 - MAY, 2009

### **Art Director - Florida Operations**

- Performed a lead role in the design and production of print, identity, packaging, multimedia, web design and web applications.
- Managed press checks, art directed photos, supervised team design efforts while managing multiple, concurrent projects in different stages.
- Designed information architecture and user interface for on-screen applications.
- Served as point person for interactive projects throughout regional operations.

## EDUCATION

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- Graduated Magna Cum Laude from the Art Institute - Orlando
- Valencia Community College Marketing Program

*References available upon request*