



AARON DeWALL

Strategic Communication & Creative Direction

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INTRODUCTION

Started my career as a pioneer in college athletics, being one of the first in-house art directors. Vast experience in creative direction, brand management and strategic communications at both sides of higher education as well as a mix of corporate environments. I have as much of a passion for strategic communications as I do for team management. I have thrived for years as a people manager, and I truly love to be in a position of leading and advancing the careers of others. My leadership style is one that speaks directly to direct reports as I strive to make people not only feel motivated; but appreciated, heard and supported.

EXPERIENCE

CREATIVE DIRECTOR
Georgia Tech Student Engagement and Well-Being
2022-Present

Serving as a member of the management team for Marketing and Communications for the relatively newly-created presidential cabinet unit of Student Engagement and Well-Being. The unit was created by the President merging Student Life and Student Services.

My role on the management team is to assist with development of communications strategy and the team at large as we build our client model concept and serve approximately 25+ units.

As creative director, I directly oversee a team of designers and photographers/videographers. Serving as captain of creative direction and concepts, project manager of all creative campaigns, and brand manager to all units. Our "clients" utilize my team for first-hand creation of artwork, photography and video but also sometimes do their own work so I must make sure that everything fits under the tightly enforced Tech branding guidelines. I have worked very hard to build a positive relationship with Institute Communications and Licensing to effectively accomplish these duties.

CONSULTANT/FREELANCE DESIGNER
Self-Employed
2003-Present

Always taking the opportunity to grow as a professional, I worked for years on side jobs as a designer and marketing consultant.

From August of 2021-March of 2022, I put my full attention into building my client base and focused on developing my own business. While I enjoy the aspects of teamwork, I wanted to explore the advantages of working for myself.

I served a number of universities, civic organizations, athletics teams, and businesses - helping to direct both creative and marketing strategies. I utilized my skills to help develop successful strategies for organizations of varying sizes with everything from marketing a boutique taking its first steps, to designing artwork for universities looking to advance their brand, to freelance work with Home Depot.

SENIOR DESIGNER
HD Supply Facilities Maintenance
2016-20

HD Supply offered me an opportunity to develop in a corporate environment, which was a new setting for me. Joined a creative team that was similar to the environment of an agency, with intense deadlines and a large number of different stakeholders and internal clients for projects across the company. I was hands on as a senior designer, assisting with communications strategy and project management.

Set a course for all legs of campaigns, helping to manage print, web, social, digital and whatever other elements deemed necessary for the campaigns. Experience with front-end management for UI/UX design and strategies. Worked to develop some of the company's most forward-facing materials such as catalog, calendar, tradeshow, branding, environmental, and large-format signage while managing and mentoring other design team members.

In addition, I took on a role as one of the team's lead communicators; managing concept presentations and marketing strategy meetings. I served as a face of the creative services team and a consistent go-to for upper-level management to look to for direction of other marketing team members.



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EXPERIENCE SUMMARY

- 22 YEARS** GRAPHIC DESIGN
- 22 YEARS** STRATEGIC COMMUNICATIONS
- 18 YEARS** CREATIVE DIRECTION & MANAGEMENT
- 18 YEARS** BRAND MANAGEMENT & IDENTITY DESIGN
- 17 YEARS** STAFF MANAGEMENT
- 20 YEARS** CONSULTING (DESIGN & MARKETING)
- 17 YEARS** HIGHER EDUCATION
- 4 YEARS** CORPORATE

EXPERIENCE

ART DIRECTOR
Georgia Tech
Department of Athletics
2012-16

Served as the art director and lead designer for Georgia Tech as it looked to grow in national influence and get it's branding and identity defined. Directed all elements of the identity and brand management for print, digital, environmental, signage, and web-developed projects.

Held the role of creative director for athletics while also working to bridge together elements of the institute to help unify brand and design direction. Developed strategies for website re-design and ever-changing mobile outlets and front-end UI/UX concepts.

Led Tech in creation of its first official set of brand standards for athletics. Managed a team of students and interns internally, while directing contractors and vendors externally.

CREATIVE DIRECTOR
Nevada
Department Of Athletics
2002-12

Grew from a public relations contact, into the lead designer and eventually the creative director and brand manager. Served as the overseer of all elements of the visual identity including a logo redesign and creation of the school's first set of identity guidelines. Created and managed a wealth of final projects for all mediums and communication purposes, with all elements of athletics looking to me for direction and approvals. Oversaw or designed everything ranging from print, digital, experiential, web, mobile, special event and environmental.

First experience managing due to a lack of leadership in the department. Took on the role of manager for not only creative services, but event and communications teams as well. Oversaw fluctuating-sized teams, averaging 10-20 members of direct oversight.

Served as a representative and face of the athletic department to the larger campus organization, working to bridge the gap between the academic institution and it's most popular and revenue-driving department. Elected as a member to the Nevada Faculty Senate and worked on committees researching issues for all campus employees.

EDUCATION

BACHELOR'S DEGREE
California State University, Fresno
1996-2001

Earned a Bachelor of Arts degree in Mass Communications and Journalism with an emphasis in Public Relations. Spent multiple semesters on the Dean's List and wrote for *The Daily Collegian* (student newspaper). Member of a number of student organizations, notably President of the Public Relations Student Society of America (PRSSA).

INTERNSHIP
Fresno State Athletics Association
2000-2001

Got my first job in communications working as one of the lead student sports information contacts in the department. Served as the contact for three sports writing all forms of communication for media contacts, website and digital media.

INTERNSHIP
University of Florida Athletics Association
2001-02

The primary media relations contact for two, top-10 nationally-ranked sports. Wrote and edited two media guides, with hands-on coordination of graphic design. Developed graphic skills, designing posters, note packages, post-season guides and programs. Responsible for all content of sport websites, including new design and navigation ideas.



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AFFILIATIONS & COMMUNITY SERVICE

- Celebrations and Community Building Committee - Chair
(Georgia Tech Student Engagement & Well-Being)
- KelbyOne
- Adobe Users Group
- CoSIDA
(College Sports Information Directors of America)
- Young CoSIDA
- Nevada Faculty Senate
- Georgia Tech Design & Brand Alliance
- For the Kid in All of Us
- Atlanta Pride Festival Committee
(Marketing & Graphic Design Chair)

VOLUNTEER POSITIONS

DIRECTOR OF COMMUNICATIONS
Steven Griffin
Congressional Campaign
2018

One of the lead advisors to Steven Knight Griffin as he ran for Georgia's 6th Congressional District. Managed a number of elements of the campaign including website content, media & speech training, and graphic design.

MANAGING OFFICER/ GRAPHIC DESIGN CHAIR
Young CoSIDA
2002-16

Helped to build and manage an independently created arm of CoSIDA (College Sports Information Directors of America) that worked to help speak for the younger generation in the business of collegiate PR and marketing. Strived to help bring better networking opportunities to all members of the organization, and at the same time tirelessly used success and growth of the group to help raise money and awareness for charitable causes, built around events at the national convention every year. Over 11 years, raised more than \$37,000 for local charities in the cities where the convention was hosted.

GRAPHIC DESIGN/ MARKETING CHAIR
Atlanta Pride Festival Committee
2013-16

Served as the Graphic Design and Marketing Chair for Atlanta Pride. The committee's operations include the annual Atlanta Pride Festival and Parade every October as well as 60 other educational, social, and historical programs each year and community reinvestment initiatives. Worked to help promote the organization with its charitable works throughout the year and created all signage and collateral.

REFERENCES

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