



AARON DeWALL

Strategic Communications & Creative Direction

CONTACT

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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 multiple areas of higher education, as well as a mix of environments spanning entertainment, retail, lifestyle, and corporate. 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 personally to direct reports as I strive to make team members not only feel motivated, but also appreciated, heard, and supported.

EXPERIENCE

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

Serving as an assistant to the Senior Director of Marketing and Communications as head of creative for the relatively newly-created presidential cabinet unit of Student Engagement and Well-Being. The unit is a collection of Student Life, Campus Services, and Art, Belonging & Community.

My role on the management team is to assist with the development of communications strategy with 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 concepting, and project management of all creative campaigns, and brand manager of all units. Our "clients" utilize my team for first-hand artwork, photography, and video creation. They also sometimes do their own work, so I must ensure 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 goals.

CONSULTANT/FREELANCE DESIGNER
Self-Employed
2003-Present

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

From August 2021 to March 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 clientele consisting of universities, civic organizations, athletics teams, and businesses for which I helped to direct creative and marketing strategies. I utilized my skills to help develop success for organizations of varying sizes, with everything from marketing a boutique taking its first steps to designing artwork for universities looking to build 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 widespread in my role as a senior designer, assisting with strategy and project management as well.

Set a course for all legs of campaigns, helping to manage print, web, social, digital and whatever other elements were deemed necessary for the campaigns. Worked with front-end management for UI/UX design and strategies as well. Worked to develop some of the company's most forward-facing materials such as catalog, calendar, trade shows, 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

25 YEARS GRAPHIC DESIGN

25 YEARS STRATEGIC COMMUNICATIONS

19 YEARS CREATIVE DIRECTION & MANAGEMENT (GRAPHICS/ PHOTO/VIDEO)

20 YEARS BRAND MANAGEMENT & IDENTITY DESIGN

18 YEARS STAFF MANAGEMENT

22 YEARS CONSULTING (DESIGN & MARKETING)

20 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 the 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 its most popular and revenue-driving department. Elected as a member of the Nevada Faculty Senate and worked on committees researching issues for all campus employees.

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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 2000-01
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)

Atlanta Bucks Rugby Club - Business Development Chair

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

BUSINESS DEVELOPMENT CHAIR
Atlanta Bucks RFC
2024-2025
Worked as the Business Development Chair for the Atlanta Bucks Rugby team. In this varied role, I was responsible for sponsorship development, event planning, strategic communications, brand management, design, photography, social media management, and revenue generation.

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

SCOTTIE ROGERS
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