

AARON DeWALL

BRAND STRATEGY, CREATIVE OPERATIONS & STRATEGIC COMMUNICATIONS LEADERSHIP

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EXECUTIVE SUMMARY

Creative executive with 25+ years building, scaling, and leading in-house creative functions from the ground up across higher education, athletics, and corporate environments, while also leading in communications and marketing strategy. Proven track record establishing brand systems, governance, and creative operations for organizations with no prior in-house model — currently directing a multidisciplinary team (design, photography, video) serving 25+ internal client units at Georgia Tech. Combines hands-on creative direction with strategic communications, brand management, and people leadership; consistently trusted by senior leadership as the face of creative services and a driver of institutional brand maturity.

CORE COMPETENCIES

Creative Operations & Team Leadership • Brand Strategy & Identity Systems • Integrated Marketing Campaigns

Client Services & Stakeholder Management • Budget & Vendor Management • UI/UX & Digital Strategy

Talent Development & Mentorship • Cross-Functional Communications • Higher Ed, Athletics & Corporate Sectors

Marketing and Communications Strategy • Strong Design Foundations and Inventive Design Application

PROFESSIONAL EXPERIENCE

Creative Director/Associate Director of Communications and Marketing | Georgia Tech — Student Engagement & Well-Being 2022 – Present

- Leading creative direction and brand management for the Institute's presidential-cabinet unit spanning Student Life, Campus Services, and Art, Belonging & Community — serving as head of creative for 25+ internal client units.
- Directly managing a multidisciplinary team of designers, photographers, and videographers; serving as project manager and brand steward across all creative campaigns.
- Leading team-wide adoption of AI tools across design, photo, and video workflows.
- Building a client-services model from scratch as the unit scaled, partnering with Institute Communications & Licensing to enforce brand compliance across centrally- and client-produced work.
- Serving on the unit's management team, shaping communications strategy at the leadership level.

Senior Designer | HD Supply — Facilities Maintenance 2016 – 2020

- Directed creative strategy and execution across print, web, social, and digital channels in a high-volume, multi-stakeholder corporate environment.
- Owned front-end UI/UX direction for digital properties alongside creative development of the company's highest-visibility materials — catalog, calendar, trade shows, branding, and large-format environmental signage.
- Managed and mentored design team members while serving as a lead communicator, running concept presentations and marketing strategy sessions for upper-level management.

- Directed brand identity and creative output across print, digital, environmental, signage, and web for a department scaling its national profile.
- Led the creation of Georgia Tech Athletics' first official brand standards, establishing the identity framework still in use.
- Set website redesign and mobile UI/UX strategy; managed a team of students and interns while directing external contractors and vendors.

- Grew the role from a public-relations contact into creative director and brand manager, building the department's first-ever visual identity and brand guidelines, including a full logo redesign.
- Built and led a creative, events, and communications organization of 10–20 staff — the department's first experience with dedicated creative leadership.
- Served as the face of the athletic department to the broader campus community; elected to the Nevada Faculty Senate, contributing to institution-wide policy committees.

- Provide marketing, brand strategy, and creative direction to universities, civic organizations, athletics programs, and corporate clients — including Home Depot — ranging from early-stage boutiques to established institutions.

EDUCATION

- Dean's List; President, Public Relations Student Society of America (PRSSA); staff writer, The Daily Collegian.

LEADERSHIP & COMMUNITY IMPACT

- Business Development Chair, Atlanta Bucks Rugby Club (2024–2025) — sponsorship, brand, and revenue generation.
- Director of Communications, Steven Knight Griffin Congressional Campaign, GA-6 (2018).
- Managing Officer / Graphic Design Chair, Young CoSIDA (2002–2016) — helped raise \$37,000+ for local charities over 11 years of national conventions.
- Graphic Design & Marketing Chair, Atlanta Pride Festival Committee (2013–2016).

PROFESSIONAL AFFILIATIONS

CoSIDA (College Sports Information Directors of America) • Georgia Tech Design & Brand Alliance • KelbyOne • Adobe Users Group • Nevada Faculty Senate (Elected)

EXPERIENCE SUMMARY

Strategic Communications & Marketing – 25 years • Graphic Design – 25 years • Creative Direction & Management – 19 years

Brand Management & Identity Design – 20 years • Team Direction & Management – 18 years

Consulting (Design & Marketing) – 22 years • Higher Education – 20 years • Corporate – 4 years