

# David nelke

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## Creative Director | Marketing Director | UI/UX Director

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- ✓ Successfully directed multi-corporate re-branding, packaging and advertising initiatives that went from around 2000 products to over 10,000 products and from a national corporation to an international corporation selling in over 10 countries increasing product sales over 387%.
- ✓ Restructured problematic labeling of a sports nutrition company to coincide with FDA, saving multiple product lines and recovering over \$33 million in losses.
- ✓ Developed inventory, shipping, manufacturer and CMS software which bolstered employee productivity saving approximately \$6 million over three years.
- ✓ Created strategic initiatives for partnerships with MLM leaders, offering sales material and product offerings increasing their profits. By doing this we considerably expanded our market share from \$4 million to over \$94 million over the course of 22 months.

Executive Leadership Competencies:

- *Strategic Marketing & Branding* • *New Product & Brand Development* • *Brand Marketing & Consumer Communication*
- *Public Relations, Advertising & Promotions* • *Interactive & Technology Enabled Marketing* • *E-Commerce & Website Evolution* • *Environmental Branding* • *Advertising & Promotions* • *Profit & Loss Statement Accountability*

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## EXECUTIVE CREATIVE CONSULTANT

STONE SOUP SOLUTIONS - 2015 to present

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### *Leading Multiple Innovative New Business Development Efforts*

Leading strategic digital experience design for multiple international Fortune ranked companies through custom application solutions and system integration projects. Partnering with senior clients to ensure a wide range of capabilities are equally grounded in creativity, innovation and human empathy establishing creative processes for UI/UX design & user flows.

- Managed multidisciplinary teams with initiatives focused on visual interactive interface design for application development, user experience design and research, B2B, B2C applications and cross-media marketing campaigns.
- Communicate with multiple global stakeholders, identifying their goals, and integrating them into the user interface and workflow.
- Balances the need for infrastructure, automation and the team creative collaboration to see consistent ROI, ranging from 9% to 227%, on successful marketing initiatives.

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## CREATIVE DIRECTOR

DOCTORS IN TRAINING - 2011 to 2015

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### *Attained 235% Increase in Marketing Revenues*

Interpreted complex medical examination information and translated into student accessible designs and content for training materials, marketing, user interfaces and advertising campaigns. Emphasized brand continuity across various media such as online courses, multi-tier marketing campaigns, media and print.

- Produced breakthrough creative, from concept to completion, that was on target and provided from 132% to 235% yearly increases in marketing revenues across traditional and digital platforms.
- Developed strategies to meet the changing medical education market which increased brand recognition, sales and general exposure within the medical student community.
- Bolstered productivity and saved company approximately \$250,000 through playing key role in new vendor alliances and streamlining burdensome processes.

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## LEAD UI DESIGNER

DARKSPIRE MEDIA - 2005 to 2011

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*Attracted 28 New Corporate Clients over 12 months*

Directed and co-collaborated on strategic direction for multiple client's global presence across web, mobile, data visualization, and social media platforms. Assessed market position and trends and devised advertising strategies. Cultivated a team of designers, front-end developers and freelancers to design and engineer new site features, marketing, and advertising products.

- Directed brand strategy, product interface design, interaction design, user experience and web design strategies for broad markets driving a 43% year-on-year sales increase.
- Established UX infrastructure and process within an evolving startup culture for nonprofit sites that increased online donations by as much as \$1.2M.
- Centralized and consolidated client advertising and media functions, resulting in a 7.9% savings of marketing budget, by working closely with client principals to streamline use of print, point-of-sale, direct-to-consumer, and broadcast advertising.
- Leveraged performance metrics and interaction data to develop innovative product solutions that span platforms and drive engagement.

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## ART DIRECTOR

WHITE HEAT, LTD. - 2002 to 2005

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*Created 136 Pieces of History for Fans of "I Love Lucy"*

Inspired teams to create and produce a wide variety of adult and children's novelty books. Through elegant design, efficient management, and professional production saved company over \$30 thousand dollars and delivered finished products ahead of schedule.

- Effectively created award winning book designs and published two scrapbooks; LUCY & DESI - A Real Life Scrapbook of America's Favorite TV Couple and I LOVE LUCY - The Official Scrapbook of America's Favorite TV Show.
- Successful creative direction, illustration and production for over 80 titles with a focus on pop-up books, board books, picture books and novelty books.
- Slashed operating costs by 24% by instituting new systems and strategies to streamline workflow by working closely with production, editorial and marketing as parts of the company were located in three different geographic locations.
- Seek out new authors and illustrators, agents, and packagers, as well as nurture existing relationships with well-known publishers to develop a diverse roster of talent.

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## ART DIRECTOR / BRAND MANAGER

ELECTRONIC DATA SYSTEMS (EDS) - 2000 to 2002

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*Marketing Campaigns from the Byron Nelson to the Super Bowl*

Developed and expanded a re-branded global vision and strategy for \$21 billion multinational information technology equipment and services company. Responsible for all aspects of brand creative and adherence for internal and external communication. Provided leadership and guidance to design team in support of brand positioning and standards.