

# Randall Timek

Associate Creative Director

## Employment History

### Associate Creative Director at J.W. Gross & Associates, Inc., WI

Apr 2022 - Present

- Led a team of 8 in the development of an integrated marketing campaign that resulted in a 20% increase in sales.
- Demonstrated expertise in copywriting, art direction, and project management to deliver high-quality work on time and within budget.
- Ideation and execution of award-winning ad campaigns that increased brand awareness by 25%.
- Managed budgets totaling \$2M annually while maintaining quality control standards.
- Led client presentations resulting in successful pitches 95% of the time.
- Trained and mentored junior staff members, fostering their professional growth.

### Creative Director at Cramer-Krasselt, WI

Aug 2020 - Feb 2022

- Led a team of 15 designers in creating an award-winning ad campaign that generated \$2 million in new business revenue.
- Ideated and designed a new company logo that increased brand recognition by 20%.
- Developed an innovative social media strategy that garnered 1.5 million impressions within the first month.
- Successfully completed design projects on time and under budget for major clients such as Coca Cola, Pepsi, Ford, etc.
- Trained junior designers on industry software programs such as Photoshop, Illustrator, InDesign, After Effects.

### Senior Creative Director at The Integer Group, WI

Sep 2015 - Jul 2020

- Ideation and development of award-winning creative campaigns for global brands that increased sales by X%.
- Led a team of 20+ creatives, including writers, designers, and developers to produce high-quality work on time and under budget.
- Conceptualized and executed brand relaunches that resulted in an increase in market share by X%.
- Ideation and production of digital content (e.g., website design, social media assets) that generated millions of impressions.
- Managed multi-million dollar budgets for advertising agencies or clients.

## Certificates

### Certified Associate Creative Director (CACD)

Nov 2020

### Certified Professional in Advertising (CPIA)

May 2019

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## Education

### Bachelor of Arts in English at University of Wisconsin-Madison

Sep 2010 - May 2015

I've learned how to read, analyze, and interpret literary texts; to write persuasively, creatively, and critically; and to conduct research using primary and secondary sources.

## Links

[linkedin.com/in/randalltimek](https://www.linkedin.com/in/randalltimek)

## Skills

Adobe Creative Suite

Graphic Design

Typography

Layout

Color Theory

Print Production

## Languages

English

Indonesian