

Arlin Hutfless

Creative Director

Employment History

Creative Director at Apple, MN

Jun 2022 - Present

- Led a team of 15 in the development and execution of an integrated marketing campaign that generated a 10% increase in sales.
- Successfully pitched creative concepts to clients on 5 occasions, resulting in new business worth \$500,000.
- Managed a budget of \$1 million for all advertising and promotion initiatives.
- Achieved 98% client satisfaction rating through effective project management and timely delivery of high-quality work product.

Senior Creative Director at Google, MN

Jul 2019 - May 2022

- Led a team of 15 creatives in developing an integrated marketing campaign that achieved a 12% increase in brand awareness and generated \$2.5 million in new revenue.
- Ideated and developed an award-winning social media campaign that garnered over 1 million impressions and helped grow the client's follower base by 20%.
- Conceptualized, wrote, and designed a highly successful email marketing campaign that had a 42% open rate and resulted in \$1.6 million in sales.
- Managed the creative development of a website redesign project that received rave reviews from users and increased web traffic by 25%.

Associate Creative Director at Facebook, MN

Aug 2015 - May 2019

- Led a team of 5 designers in creating the visual campaign for a new product launch that achieved 150% of its sales goals.
- Created an award-winning ad campaign that increased brand awareness by 25%.
- Successfully pitched creative concepts to clients on over 50 occasions, resulting in millions of dollars in revenue for the company.
- Trained and mentored junior creatives, helping them develop into top performers within the company.
- Managed multiple projects at once while consistently meeting deadlines and staying under budget.

Certificates

Certified Creative Director (CCD)

May 2021

Certified Digital Marketing Professional (CDMP)

Dec 2019

✉ arlin.hutfless@gmail.com

☎ (770) 054-9813

📍 14391 Glen Oaks Dr, Burnsville, MN 55306

Education

Bachelor of Fine Arts in Graphic Design at The Art Institutes International Minnesota

Aug 2011 - May 2015

I have learned how to use industry standard software to create digital illustrations, layouts, and typography.

Links

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

Skills

Adobe Creative Suite

Graphic Design

Typography

Layout

Color Theory

Print Production

Languages

English

Hindi

Hobbies

Design

Art

Photography