

PROFESSIONAL EXPERIENCE

CONN'S HOMEPLUS The Woodlands, TX (2017-present)

Creative Director (2017-present)

Proven director-level manager of a creative team in a \$1.5B company. Expertise includes multi-channel creative strategy and brand management through print, digital, web, photography, copy, and social channels. Skilled in leadership of large teams, and cost-reducing and revenue-generating collaboration with in-house and external partners.

- Manage the Conn's HomePlus brand including everyday maintenance of the brand standards, a refresh of the brand style guide, and exploration of logo redesign and company renaming
- Creation and implementation of two private label brands in the Mattress (Dreamspot) and Furniture (Villa Hill) product categories
- Coach a cross-functional creative team of 7 associates in the areas of Print Design, Digital Design, and Copywriting, building synergy with internal stakeholders and creating marketing assets that twice allowed the company to experience its most profitable year on record
- Initiate, review and approve all print and digital creative developed in-house across all marketing channels, building consistency and collaboration between digital, print, OOH and POS, strengthening brand awareness and increasing our customer base
- Concept, develop, and execute biannual television marketing campaigns with a budget of \$1M, working in close collaboration with creative agencies and production agencies
- Communicate strategies and ROIs clearly with cross-functional stakeholders and compliance team, securing full buy-in and support for campaigns that will increase sales and brand awareness

SIERRA TRADING POST Cheyenne, WY (2000-2017)

Manager of Creative Services and Internal Communications (2009-2017)

Proven director-level manager of a large creative team in a \$300M+ company. Expertise includes multi-channel creative strategy and brand management through print, web design, photography, copy, and social channels. Skilled in leadership of large teams, and cost-reducing and revenue-generating collaboration with in-house and external partners.

- Coached a cross-functional creative team of 6 managers and 70+ associates in the areas of Print Design, Web Design, Copywriting, Photography, Graphic Services and Samples Acquisition, building synergy and creating efficiencies that allowed us to decrease costs while increasing YOY output by 10-20%
- Established an in-house video department, adding engaging product content to our website and delivering local and social advertising content, increasing online sales and decreasing third party costs
- Planned, developed and executed internal communication strategies, cultivating meaningful two-way dialogue across the organization to build associate engagement and increase bottom line performance
- Facilitated improved internal communications with global TJX partners, ensuring cohesive brand messaging and gaining leverage in the marketplace

Catalog Production Manager (2007-2009)

Proven manager of a large print creative team in a \$200M+ company. Expertise includes creative strategy, successful collaboration with in-house and off-site partners, and the ability to create efficiencies, positively effecting operating costs.

- Coached a creative team of up to 12 print designers, building synergy and creating efficiencies that allowed us to decrease costs while increasing YOY output by 10-20%
- Managed project budgets for strategic initiatives, providing communication and status reporting, while consistently coming in 10-30% under budget
- Initiated and led the creation, development, and administration of an internal database solution to house image and text assets, eliminating inefficiencies and cutting creative production time by up to 50%
- Collaborated with off-site business partners to build a skilled network of freelancers, printers, and paper brokers, building efficiencies and cutting costs

TRAVIS ROLF GRAPHIC DESIGN Cheyenne, WY (2000-present)

Owner and Graphic Designer (2000-present)

I run a small, but successful, freelance graphic design business, working as the sole graphic designer to create, establish, and/or maintain unique identities for several diverse clients.

Clients include: Cheyenne Little Theatre Players, State of Wyoming, University of Wyoming, Cheyenne Day of Giving, LIDA360, Cheyenne Chamber of Commerce, and STRIDE Learning Center

EDUCATION & PERSONAL DEVELOPMENT

Bachelor of Arts, Graphic Design, University of Wyoming, Laramie, WY (1990-1996, 2014)

Web Design Program, Laramie County Community College, Cheyenne, WY (2012-2013)

Leadership Cheyenne, Chamber of Commerce, Cheyenne, WY (2015-2016)

Lean Six Sigma, Yellow Belt Certification (2016)

Cheyenne Day of Giving, Board of Directors (2016-2018)