

Sean Stratton

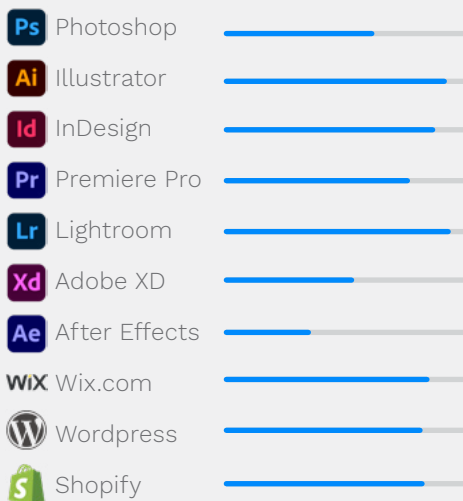
CREATIVE DIRECTOR



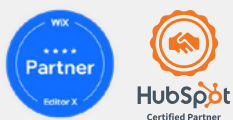
Education

Bachelor of Arts, Communication
University of Missouri // 2007 - 2011

SKILLS



CERTIFICATIONS



LEADERSHIP

President, *Alpha Kappa Lambda*
Head Coach, *1st Grade Basketball,*
2nd Grade Flag Football

 Kansas City, Missouri

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 (636) 634-6564

 sean-stratton.com

Profile

Dedicated Creative Director with 8+ years of experience in leading creative teams to deliver exceptional and innovative solutions across various industries. Adept at translating complex concepts into compelling visual narratives and experiences that resonate with target audiences. Known for blending artistic flair with strategic insight to drive brand engagement and achieve organizational goals. Proven ability to inspire and mentor teams to consistently exceed expectations while maintaining brand integrity.

Work Experience

CREATIVE DIRECTOR

[CK Enterprises, Inc.](#)

July 2020 - April 2024



CK Enterprises Inc.

- Generated diversified revenue streams through innovative approaches such as label design, logo design, office interior design, video production, website design, photography, and social media content creation and management
- Successfully rebranded an international car wash division, redesigned over 140+ product labels, developed new equipment offerings and distributor services resulting in record sales figures
- Collaborated with various divisions to refine brand identities, modernize company logos, revamp websites, produce and edit videos, photograph products, people, and services, craft marketing content and sales collateral, and implement effective social media content strategies to drive growth
- Designed captivating tradeshow booth layouts and oversaw the development of a car wash video game to enhance engagement at industry events
- Responsible for overseeing UX/UI design strategies for internal divisions and external clients
- Developed comprehensive car wash site plans encompassing outdoor/indoor signage, backlit LED arches, tunnel fixtures, video menus, print materials, and promotional giveaways
- Orchestrated the successful launch of multiple consumer products on prominent online platforms like Lowes.com, Homedepot.com, and Amazon.com, while also introducing new product offerings and conducting sales team training
- Prepared compelling proposals for both new and existing private label clients, serving as the primary liaison for all business generated through the creative team
- Implemented internal processes aimed at enhancing communication and safety across company divisions, including the establishment of a new company standard for private label proposals, a streamlined product formulation workflow, and an efficient internal creative job request system
- Recruited and managed a proficient creative team comprising a copywriter, a 3D animator/editor, and a social media manager, ensuring adherence to project briefs and timelines

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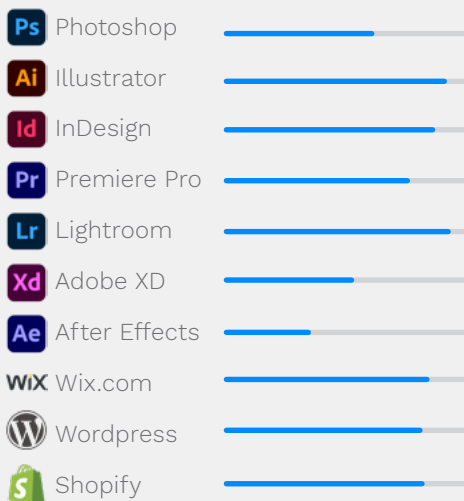
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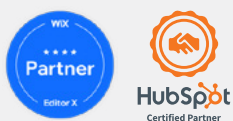
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Work Experience Cont'd.

BRAND DIRECTOR

Simplicity Group (Formerly AFFC)

August 2016 - July 2020



- Assisted the owner with the overall direction of the company which helped lead to the sale of the business to Simplicity Group in December of 2019
- Created a brand and marketing strategy, designed and launched three company websites, 20+ client websites, redesigned 30+ marketing materials used in the company's product offering, built and managed email campaigns, consulted with clients to develop brand identity, company logo, website, marketing materials, social media accounts, and other marketing strategies for growth
- Onboarded, managed, and created brands for over 40+ clients, generating a new revenue stream for the company
- Facilitated consultations with new and existing clients to determine their vision and goal for their brand
- Responsible for overseeing UX/UI design strategies the company and its external clients
- Developed inbound lead generation strategy which included the setup and integration of HubSpot's marketing software
- Executed inbound marketing strategies, training and created internal processes for the sales and marketing teams
- Built out funnel workflows and created content based on target demographics and markets
- Analyzed data from market research to build out marketing content calendar, which included blog posts, whitepapers, infographics, client interviews, tips and how-to's
- Hired and managed internal copywriter and worked as a team on the creation of marketing content

ARTIST AND OWNER

Lemonade Art Gallery

February 2019 - Present



- Developed entire brand identity, design, logo, business plan, and budget
- Created and planned marketing strategies to grow sales, attract new artists, and hopeful investors
- Planned and coordinated First Friday events, recruited new artists, and implemented strategies to help sell local and international art
- Shot, edited, and produced artist interviews, promotional videos and social media advertisements for each event
- Oversaw budget, created content and built social media campaigns for sales promotions
- Executed internal structure to resell artist prints online. The plan included photographing art for print production, creating art mock-ups and uploading to different sales channels like Etsy, Amazon, Google, Facebook, and Shopify