

Steve John

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Skilled and passionate professional with extensive experience in branding and marketing strategies, amplifying brand expression, and securing key accounts to drive organizational growth and elevate brand profiles.

An accomplished award-winning creative director and team leader with experience in industries including CPG, hospitality, crop science/agriculture, spirits, cannabis and beer. A proven ability to deliver successful, integrated, brand-building programs that achieve business goals and create powerful connections with audiences. Skilled in creative strategy, concept development and execution across a variety of platforms including social, digital, experiential, traditional print and broadcast media. Extensive background utilizing communication skills to cultivate strong, trusting relationships with customers, stakeholders, and teams to ensure satisfaction and retention, as well as producing development opportunities. Proven record of amplifying brand presence across multiple platforms. Skilled in leading cross-functional teams, winning new business, and pioneering agency initiatives.

Areas of Expertise

- Content Creation & Review
- Brand Management
- Creative Brand Strategy Development
- Performance Management
- Relationship Management
- Team Leadership & Development
- Advertising & Marketing Strategies
- Project Management
- Resource Management

Career Experience

Agency off Record (AOR), Denver, CO
Creative Director

2022 – 2024

Spearheaded and partnered with diverse departments within the management team, emphasized the agency's strategic vision, vitality, and forthcoming prospects. Directed the innovative evolution of brand articulation, demeanor, and resonance across all client engagements. Facilitated the procurement of new business ventures by taking the forefront as the creative anchor in every Request for Proposal (RFP).

- Elevated brand presence across web, social, print, and digital by developing and producing campaigns and materials.
- Achieved strategic message development and timely delivery by supervising graphic designers, copywriters, developers, production partners, and freelancers.
- Member of the AOR Leadership Team – provided creative perspective to agency initiatives.
- Realized effective achievement of project objectives by reviewing and approving art and copy.
- Created multiple unique brand messaging documents to ensure consistent tone, voice, look and feel.
- Managed content across diverse project scales, integrating strategy, digital and brand design, and technology, by setting benchmark content goals and aligning project timelines with executive directives.
- Established production schedules and resource allocation for short- and long-term needs through collaboration with designers, copywriters, and production teams.
- Secured prominent accounts including TD SYNEXX, The Calo by Graystar, and City of Denver.
- Launched the agency's inaugural pro bono program, GoodWurk, through diligent oversight and development.
- Key clients include TD SYNEXX, Greystar Development, City of Denver, Visit Denver, REVEL and Denver Film Festival.

Paradowski Creative, St. Louis, MO
Creative Director

2014 – 2021

Directed operational management of various cross-functional teams, including budget control. Ideated, developed, implemented, and managed creative content production for traditional, experiential, and interactive advertising. Oversaw new business acquisition by heading five requests for proposal (RFP).

- Successfully secured Climate Corporation, Stag Beer, and Golden Oak Lending accounts.
- Member of the agency management team, Provided creative team perspective.

- Facilitated revenue boost \$8M to \$20M, as well as talent roster growth from 35 to more than 100 people.
- Received first National ADDY 40-year history of agency.
- Key clients include Climate FieldView, 12ft Beard Whiskey, Rabo Agrifinance, Sheer Logistics, Stag Beer, Golden Oak Lending, Saint Louis County Parks, and Recreation Dept.

Paradowski Creative, St. Louis, MO

2012 – 2014

Associate Creative Director

Facilitated development and implementation of strategy and visions, as well as research and creative briefs. Oversaw creative content reviews, assisting with refocusing and refining. Designed and established creative ideas and content. Coordinated with editors, vendors, and stakeholders regarding deadlines. Maintained budget management.

- Awarded multiple AIGA and NAMA awards.
- Won Bayer/Monsanto America's Farmers account.
- Key clients included Monsanto, Citibank, Royal Canin, and Underdog Spirits.

Kemp Goldberg & Partners, Portland, ME

2010 – 2012

Senior Copywriter

Developed and established long and short form print, interactive, social, high impact mailers, and broadcast advertising. Designed and implemented brand concepts for HoneyMaker Mead and Verrill Dana LLC. Cultivated trust relationships with clients and stakeholders to ensure satisfaction and retention.

- Received multiple Broaderson awards.
- Key clients included Camden National Bank, Globe Turnout Gear, Davidson & Farber Distilleries, Verrill Dana LLP, HoneyMaker Mead, and Con-way Truckload.

GSD&M, Austin, TX

2010 – 2012

Copywriter

Designed, wrote, and established print, OOH, television, and web advertising strategies and content. Headed cross-functional supervision of editing and development of creative content. Forged relationships with clients and stakeholders to bring creative visions to life.

- Awarded multiple regional ADDY's.
- Key clients included Wal-Mart, AT&T, AARP, Hallmark, John Deere, and Southwest Airlines Norwegian Cruise Lines.

Additional Experience

Copywriter, North Castle Advertising, Stamford, CT

Education

Ad School, The Creative Circus, Atlanta GA

Bachelor of Arts in Mass Communication & Journalism, Principia College, Elsah, IL