

STEVE JOHN

Director of Marketing, Creative Director, Brand Strategist

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PROFESSIONAL SUMMARY

Skilled and passionate professional with over 20 years' experience establishing innovative marketing, branding, advertising content and strategies. Award-winning leader with ample experience directing cross-functional teams toward organizational goal achievement and content accuracy, while creating collaborative and productive working environments.

AREAS OF EXPERTISE

Content Creation & Review	Collaborative Culture Building	Integrated Marketing Strategy
Brand Management & Positioning	Brand Voice Development	New Business Development/ RFP Leadership
Advertising & Marketing	Campaign Development & Execution	Cross-functional Team Leadership

CAREER EXPERIENCE

Director of Marketing and Communications

Principia College | Elsah, IL

2024 — Present

Developing and executing strategic marketing initiatives to enhance brand awareness and drive enrollment and growth. Leading cross-functional teams to create engaging communications campaigns for prospective and current students, faculty, and community members. Implementing data-driven approaches to measure campaign effectiveness and optimize outreach.

- Worked with partners RNL to create and implement marketing and enrollment strategies, student success and retention plans and advancement programs
- Partnered with marketing specialists Mosaic to create a 2025–26 multi-channel campaigns targeted to attract new market students within a 200-mile radius
- Budget oversight
- Built an internal marketing team of six
- Directed the overhaul of the brand assets for both the academic centers and admissions collateral for the 2025–26 academic year
- Directed, developed and launched complete re-design of the college brand
- Developed an aggressive "trend based" organic social campaign (Instagram and TikTok) which increased new followers while re-engaging alumni
- Directed the redesign of college website leveraging AI search, SEO and intuitive data driven UX

Creative Director

Agency off Record (AOR) | Denver, CO

2022 — 2024

Developed, implemented, and managed creative content production for traditional, experiential, and interactive advertising. Oversaw new business acquisition by heading multiple requests for proposal (RFP).

- Successfully secured TD SYNEXX, The Calo by Graystar, and City of Denver accounts
- Served on the senior leadership team providing guidance and thought leadership
- Oversaw the development and launch of the agency's first pro bono program, Good Werk
- Key clients include TD SYNEXX, Graystar Development, City of Denver, Aurora Mental Health, CSU, Denver Film Festival

2014 — 2021

Creative Director

Paradowski Creative | St. Louis, MO

Directed operational management of various cross-functional teams, including budget control. 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
- Facilitated revenue growth from \$8M to \$20M, as well as talent roster growth from 35 to more than 100 people
- Received first National ADDY in 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.

Associate Creative Director

Paradowski Creative | St. Louis, MO

2012 — 2014

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.

Senior Copywriter

Kemp Goldberg & Partners | Portland, ME

2010 — 2012

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

Additional Experience: Copywriter — GSD&M, Austin, TX | North Castle Advertising, Stamford, CT

EDUCATION

Ad School, The Creative Circus

Atlanta, GA

B.A. in Mass Communication & Journalism

Principia College, Elsah, IL