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## education

George Mason University  
B.A. Design | 3.88 gpa

Berklee College of Music  
A.A. Performance | 3.75 gpa

\*A Design and Music major.  
My parents were NOT thrilled.

**Ideas. Strategy. No jargon.** Clear, simple, pointed communication is far more powerful and meaningful. Say more by saying less.

**Empowered, engaged teams.** Providing opportunities and incentives to succeed is a win-win for everyone: Employers, employees and clients.

**Boundless passion.** Creativity doesn't punch a clock. I still burn with it, and it's what gets me up in the morning (It's necessary, as I don't drink coffee).

## who

I have worked in every available market—B2C, B2B, B2G... both in-house and out-of-house. But no matter the channel or the environment, there are common threads that define how I manage and build a team, starting with the infectious passion and energy I bring with me, and ultimately bring out in others. I believe people should want to come to work. And not just because they have to pay the streaming tab. So, I put a great deal of effort into creating an environment where people feel valued and that their contributions are valued. It works. And it leads to higher retention, more efficiency, stronger client relationships and better results for everyone. Of course, raising the creative bar at every stop, in every medium, is a given, but it's not enough to just create pretty things that win awards. Everything I do is tied to making strategic decisions that are deeply rooted in data. This is how brands are built and businesses grow and flourish. It's not magic, but sometimes it sure feels like it.

## where/what

### UNIVERSITY OF CALIFORNIA, RIVERSIDE

Lead Creative/Project-Process Manager (2023-Current)

- + Evaluated process, project management utilization (Wrike), and overall brand profile upon arrival, and executed numerous changes to overall department systems;
- + Have successfully raised the level of all current work be it digital, print, or outdoor;
- + Currently in the process of rebranding the entirety of the college

### FREDDIE MAC

Creative Director/Project-Process Manager (2019-2023)

- + Restructured entire Creative process (e.g., Creative Brief, Production Meetings, Kickoff Meetings, SLAs, Job/File/Folder naming conventions, templated bulk of work, developed streamlined brand architecture model, helped institute project management systems);
- + Managed Creative staff, led all creative development, project management, and assignments for creative staff (via Robohead and Wrike);
- + Transitioned from widespread agency engagement to empowering internal staff, which re-energized team, improved the quality of internal creative output, and saved significant budget for the firm;
- + Spearheaded, and completed a large-scale, corporate-wide rebrand (introduced a brand architecture model, cohesive sub-brands, and consistent messaging/tone et al throughout);
- + As a result of the top to bottom reimagining of how we work, we eclipsed all industry benchmarks, including our CSAT improving by twenty points



## **GEORGE MASON UNIVERSITY**

Multi-Disciplinary Creative Team Lead (2014-19)

- + Hired, directed, reviewed and mentored staff (internal/external) in all disciplines (print, digital, video, photography);
- + Turned 60% turnover rate into a 0% rate in less than 12 months;
- + Chief client liaison in all significant meetings with Creative;
- + Raised the engagement on social media/digital 400%;
- + Restructured entire Creative process (e.g., Creative Brief, Production Meetings, Kickoff Meetings, SLAs, Job/File/Folder naming conventions, templated bulk of work, developed streamlined brand architecture model, helped institute Mason's first comprehensive project management system (Workamajig);
- + Greatly improved the level of all creative work which was recognized by university leadership as well as our competitors, and garnered several industry awards;

## **PUCKETT & ASSOCIATES**

Creative Director (2010-12)

- + Hired, mentored, managed full-service creative/digital staff in all mediums for what was at that time, a startup agency;
- + Created entire workflow process and standards for team (i.e., network file server, naming conventions, backup systems, approval process et al);
- + Played key role in launching, building, and retaining major B2B/B2C account, ground-up development/launch from 0 to 1,200 dealers, 140m in annual revenue (currently 1b) and won "Marketer of the Year" award from Hanley-Wood

## **MSHC PARTNERS**

Creative Director (2007-08)

- + Wrote/designed high-profile national creative for a mixture of political, advocacy and environmental clients/concerns;
- + Managed/mentored junior staff (design and copy)

## **O'KEEFE & COMPANY**

Creative Director (2005-06)

- + Built out, hired, mentored, and managed full-service staff in all disciplines/mediums; spec'd/setup entire Mac server/network;
- + Won first solely creative (non-PR) multi-million dollar account as sole writer/creative

## **GEORGE MASON UNIVERSITY**

Adjunct Professor (2005-16)

- + Taught 400-level courses in corporate branding, design, typography and the Adobe Creative Suite to GMU design majors

## **WHITE & PARTNERS**

Senior Art Director (2004-05)

- + Managed/mentored design staff;
- + Won Addy Award for first national TV spot (Jamestown/Tourism);
- + Built out 50th anniversary concept for Washington National Opera that included additional revenue streams such as auctions for original illustration sold at WNO gala



## **PBS HEADQUARTERS**

Senior Designer (1998-01)

- + Created extremely well-received national integrated campaign for Ken Burns' "Jazz" series that was featured in Rolling Stone, Time, Entertainment Weekly, People etc;
- + Directed creative for print, digital and broadcast for prime-time programming and PBS parent brand;
- + Managed/mentored staff of internal/external designers

## **CONTRACT/FREELANCE CLIENTS**

- + Discovery Communications
- + Marriott Hotels & Resorts
- + Chiat/Day
- + ThinkFun Toys
- + BET
- + CBS
- + Porter Novelli
- + American Woodmark
- + Virginia Tourism
- + Sierra Club
- + Defenders of Wildlife
- + Amtrak

with

## **SKILLS/SOFTWARE**

- + Concept, Design, UX/UI, Strategy, Management, Ongoing 1:1 mentoring, Process Refinement, Project Management, Client management, Photography;
- + Adobe Creative Suite, Invision, Keynote, Prezi, Workamajig, Robohead, Wrike, (and when pressed, MailChimp, and Canva)

