

RON COPELAND

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SENIOR CREATIVE DIRECTOR | DESIGN

Creative Leadership | Integrated Marketing | Strategic Direction | Team Development

PROFESSIONAL SUMMARY

Senior creative director and design leader with extensive experience shaping brand strategy, leading multidisciplinary creative teams, and delivering integrated campaigns across digital, print, social, video, and experiential channels. Combines hands-on design expertise with strategic problem-solving, talent development, and creative operations, from concept through production. Proven ability to build scalable creative processes, translate complex business objectives into compelling visual communications, and align stakeholders around work that strengthens brand consistency, audience engagement, and business objectives.

CORE COMPETENCIES

Creative Direction & Visual Storytelling | Brand Strategy & Identity | Integrated Marketing Campaigns | Digital Design & Experiences | Creative Team Leadership | Talent Development & Mentorship | Client & Stakeholder Presentations | Creative Operations & Workflow Development | Production Oversight & Quality Control | Budget & Schedule Management | Cross-Functional Collaboration | Adobe Creative Suite

EXPERIENCE

COPELAND — St. Louis, MO

Global Marketing Associate Creative Director | September 2025–Present

- Lead creative direction and visual development for the global Copeland brand, translating business and marketing objectives into cohesive brand communications.
- Partner across brand, content, strategy, communications, PR, events, and campaign teams, collaborating with executive stakeholders and external partners to deliver integrated creative across digital, print, video, social, environmental, and experiential channels.
- Provide creative guidance, design feedback, and mentorship to a team of designers and writers based locally, in North America and Manila, balancing hands-on creative contributions with team effectiveness.
- Oversee enterprise creative workflow, defining project scope and creative direction, prioritizing assignments, managing schedules, and allocating resources across a global team to maintain quality, consistency, and delivery.
- Led creative concept development for Copeland's Americas Variable Speed campaign, creating the "Balance" concept selected over competing agency proposals.
- Led experiential design for Copeland's flagship AHR trade show, establishing a booth design standard adopted for more than 400 global trade shows in 2026.
- Designed Copeland's 2026 Global Impact Report, evolving the brand's visual design system in partnership with the brand team; selected design elements have since been adopted across other corporate communications.

NESTLÉ PURINA | CHECKMARK — St. Louis, MO

Contract Senior Art Director | September 2024–September 2025

- Supported creative development and execution for Tidy Cats and Fancy Feast, translating creative briefs into high-quality visual communications.
- Developed and executed design across digital, social, websites, video, POP, packaging, e-commerce.
- Collaborated with internal creative teams, marketing stakeholders, and production partners to maintain brand consistency, accuracy, and creative quality.
- Managed multiple assignments through concept, design, review, and production while meeting established deadlines and creative standards.
- Concepted and executed a four-asset Bahama Sunset campaign that achieved the highest engagement in Tidy Cats' online video history.
- Contributed concepts to competitive campaign development for the Treats division; a Beggin' Strips concept advanced to client presentation, while a Dentalife concept was selected as one of two concepts to advance to animatics.
- Redesigned the Fancy Feast Gems Amazon Enhanced Brand Content experience, expanding the visual presentation and perceived flexibility of the existing template.

RODGERS TOWNSEND | DDB (OMNICOM) — St. Louis, MO

VP, Group Creative Director | December 2017–April 2024

- Led creative strategy, visual direction, and integrated campaign development for State Farm and Valvoline, aligning creative execution with brand objectives and business needs.
- Pitched and won the State Farm business, then grew the engagement from one program into five, expanding the scope of the agency relationship.

- Built a creative team from the ground up and established a production process that became a model for the broader agency.
- Designed, developed, and authored State Farm's email design system adopted across partner agencies and internal Creative Services.
- Guided creative development and quality across digital, email, social, mobile, video, television, print, direct mail, outdoor, events, and promotional campaigns.
- Managed client relationships, strategic development, creative resources, schedules, budgets, production quality, and collaboration with internal departments, partner agencies, and vendors.
- Mentored and developed creative talent, establishing clear direction and standards while encouraging collaboration and creative ownership.

VP, Creative Director | May 2013–December 2017

- Led creative and visual brand development for AT&T, overseeing integrated digital, direct marketing, display, and social programs for business and consumer audiences.
- Developed and led creative work across large-scale, personalized marketing programs, partnering with client brand teams and internal stakeholders to maintain strategic and visual consistency.
- Created #GuardPets, a campaign integral to bringing AT&T's social media work from BBDO to Rodgers Townsend.

Associate Creative Director | June 2008–May 2013

- Served as lead art director and visual brand lead for AT&T, collaborating with the client's brand organization to maintain consistent visual expression across campaigns and channels.
- Guided creative execution and supported the development of new hires and interns.

Art Director | August 1999–June 2008

- Concepted, designed, presented, and produced integrated advertising campaigns across multiple clients and media.
- Directed photography and video shoots, developed print and digital assets, coordinated website production, and managed schedules, budgets, and quality standards.

DIMAC DIRECT – Bridgeton, MO

Art Director | Dec. 1997 – Feb. 1999

- Concepted, designed, presented and produced direct response advertising, corporate collateral and POP/event promotions.
- Clients include AT&T, Blockbuster Video, Bank of America, Jerzees Activewear and Microsoft.

Production Designer | May 1995 – Dec. 1997

- Ran the new store direct mail program for Blockbuster Video during some of its peak growth.
- Designed highly custom black-plate changes for a preprinted template, including vector maps of each location.

RON COPELAND DESIGN – St. Louis, MO

Independent Creative Director | Art Director | Designer | May 2012 – Present

- My side hustle picking up passion projects or simply helping friends. Projects include brand building, event presence, packaging, social, display, video, collateral, print and signage.
- Full branding for Mac's Local Buys and Mac's Local Eats, repeatedly in top 5 of RFT's "Best Burger in St. Louis"

EDUCATION & HONORS

BACHELOR OF FINE ARTS

Southeast Missouri State University | August 1991

AWARDS & HONORS

- Caples International Awards – Judges Committee (2009 – 2024)
- Marketing Sherpa – Viral Marketing Hall of Fame
- Content Marketing Awards – Best Branded Content Campaign
- Silver Halo Award for Best Environmental/Wildlife Program
- DMA Arrows – Best in Show (4 years) and People's Choice
- AIGA Awards, Saint Louis Chapter – 2024
- AAF ADDY Awards – Best in Show 2024, national silver

SOFTWARE & SKILLS

- Adobe Creative Suite (Photoshop, InDesign, Illustrator, After Effects, Premiere Pro)
- Microsoft Office Suite (PowerPoint, Word, Excel, Outlook, Teams)
- Figma