mj carroll

I'm a passionate designer and creative director with a proven ability to concept and execute a wide variety of creative endeavors. Over 25 years in the industry has given me a deep understanding of how to manage the many demands of the creative process from clients and resources to budgets and time constraints.

specialties

Art Direction
Brand Experience
Creative Direction
Merchandising
Package Design
Paper Engineering
Planning & Strategy
Print Production
Product Development
Team Leadership

experience

Freelance Graphic Designer | Kansas City, MO | 2021 – Present
Creative Director | Graphic Designer

Large or small I love collaborating with clients to develop marketing and advertising solutions, specialty promotional materials, consumer package design, branding, creative strategy, business and product development, digital advertising, multi-media, and print and web production.

Frontier Justice | Lee's Summit, MO | 2022 – 2023
Senior Marketing Manager

Responsible for building Frontier Justice's presence on all social media accounts, creating content and stories for FJ's various audiences. I created and managed the stores overall marketing efforts, including the annual sales promotional calendar, events both on-line and in store with all marketing needed. Including but not limited to social media, emails, flyer's, store signage, radio and digital advertising, website updates, sponsorships and facilitating press/media outreach efforts. I was also the point person for the outside marketing partners, such as media, freelance designer, photographers, videographers, models and other partners. Lastly, I successfully brought FJ into digital marketing, something the company hadn't ever done before.

InQuest Marketing | Kansas City, MO | 2014 – 2021
Creative Director | Brand Team Lead

Collaborate with clients and account team on strategic advertising and marketing solutions. Work with project management to assign work and lead the creative team in writing and designing ready-to-produce concepts for print, direct mail, digital, social and broadcast campaigns. Manage, mentor and inspire the creative team to develop new brands, elevate existing ones and stay focused on even the smallest details to drive consistency and efficiency.

BRAND-NV | Kansas City, MO | 2007 – 2014
Owner | Creative Director | Graphic Designer

Worked with clients to develop marketing and advertising solutions, specialty promotional materials, consumer package design, branding, creative strategy, business and product development, multi-media and user interface design, and print and web production.

816-645-3164 | mj@brand-nv.com | mjcarroll.carbonmade.com

work

Catalog
Digital
Logo | Branding
Merchandising
Outdoor
Packaging
Print
Signage
Social
Trade-show
Video | Broadcast
Web

clients

American Express
Applebee's
ArchWell Health
Bass Pro Shops
Bed Bath & Beyond
DDM Global
Diagnostic Imaging Centers
Dick's Sporting Goods
DYNA-TEK
Eco-Advantage Pest Control
FreightQuote
Frontier Justice
Gift Card Impressions
Hawaiian Bros
Hippo Multipower
Hobby Lobby
Home Depot
Level 5 Tools
Mosaic Life Care
Price Chopper
Signature Brands
Sliced Custom Cakes
SOAR Athletics
Sprint
Starlight Theaters
Walmart

experience continued

Midland Radio Corporation | Kansas City, MO | 2011 – 2013
Managing Creative Director

Led an in-house creative team to support the strategic marketing, communications and promotional goals of the organization. Developed and directed strategy from concept and design to production and project delivery. Responsible for brand management, competitor research, new product development, consumer package design, reviews and approvals, and process improvement.

> Responsible for leading a broad and talented team of artists and global product engineers to execute a complete package redesign for a highly competitive line of products targeting multiple demographics based on price point. The final concept executed included an innovative and differentiating fifth panel that set the product apart from the competition and was recognized as a first in packaging solutions in the 2-way radio market.

Gift Card Impressions | Kansas City, MO | 2007 – 2009
Creative Art Director

Managed a team of 20+ freelance designers, production artists and printers to support a growing client base interested in branded gift card merchandising. Responsibilities included new product design / development, innovative consumer packaging solutions, global sourcing, vendor management, seasonal creative strategy, POP merchandising, sales collateral, trade-show exhibit graphics, development and training, and brand compliance.

> Brought to market 300 individual SKU's in the course of three months during the 2009 holiday season with a vast array of unique designs and formats which involved complex dies, specialty coatings, specialty papers and wraps, hang tags, and more.

RTN Advertising & Marketing | Lenexa, KS | 2004 – 2008
Senior Art Director

Fast-paced agency environment with multiple competing priorities and projects. Focused on internal and external communications, presentation, persuasion and leadership.

Reid Entities; United Sign Co | Muskegon, MI | 2002 – 2004
Creative Production Manager | Senior Graphic Designer

School Zone Publishing | Grand Haven, MI | 1993 – 2002
Senior Package Designer | Senior Graphic Designer | Production Assistant Manager | Production Artist | Intern

816-645-3164 | mj@brand-nv.com | mjcarroll.carbonmade.com