

David Hindelang

Cross-channel Creative Director

Midlothian, VA - Email me on Indeed: [indeed.com/r/David-Hindelang/e65be42f9432c280](https://www.indeed.com/r/David-Hindelang/e65be42f9432c280)

Cross-channel Creative Director with over 20 years of proven ability to manage strong creative teams and coordinate marketing and communications programs. Record of success in Advertising/Marketing, Design & Development and Project Management in B2C and B2B markets through print, web and broadcast media channels. Accustomed to managing success through metrics driven results. Authorized to work in the US for any employer

WORK EXPERIENCE

Creative Director

Stauer - Glen Allen, VA - 2003 to 2017

Cross-channel Creative Director managing all corporate and business creative, marketing and communications.

Achievements/Responsibilities:

- Web design, graphics & content
- Daily email marketing and segmentation
- Social media creative campaigns
- Taboola marketing ads
- 33 catalogs per year
- 3-4 individual mailing per week
- Print media ads 25 per day
- All photography
- 5-10 Inbound & Outbound call center promotions per week
- Platinum Club (member customers) mailings and promotions
- Managing external vendors (paper, printing, retail and magazines)
- All in-house collateral and interdepartmental material

Internet/Catalog Creative Director

TechnoBrands, Inc - Colonial Heights, VA - 1995 to 2003

Freelance Web Designer/Developer

Net Decisions - Richmond, VA - 2001 to 2001

Freelance Graphic Designer

VRPA - Glen Allen, VA - 2001 to 2001

Freelance Web and Graphic Designer

Remnant Resources - Glen Allen, VA - 2000 to 2000

EDUCATION

Bachelor of Science in Advertising/Marketing

Virginia Commonwealth University - Richmond, VA

SKILLS

Corporate Branding (10+ years), Direct Mail (10+ years), Illustration (10+ years), Communications (10+ years), Marketing Communications (10+ years), Marketing Strategy (10+ years), Email Marketing (10+ years), Catalog (10+ years), Photography (10+ years), Social Media Marketing (5 years), Corporate Communications (10+ years), Web Design (10+ years), Internet Marketing (10+ years), Client Relations (10+ years), Public Relations (5 years), B2B marketing (6 years), Broadcast marketing (8 years)

ADDITIONAL INFORMATION

Creative skills and experience in print, Internet and broadcast advertising.

Including but not limited to:

- Corporate marketing & communications
- Public relations
- B2B & B2C marketing
- Corporate branding
- Print advertising
- Catalogs & direct mail
- Corporate media kits
- Email marketing
- Internet marketing
- Photography
- Packaging design
- Radio marketing
- Television marketing
- Web & micro site design
- Illustration
- Project management
- Social media marketing
- Web video production