

# BLAKE EMERICK

## CONTACT INFO

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## SOFTWARE

Adobe Creative Cloud  
ChatGPT / Open AI  
Adobe After Effects  
Microsoft 365 Suite  
Google Workspace  
Adobe Photoshop  
Adobe Illustrator  
Canva Suite  
Vision OS  
Windows  
Android  
iOS

## SKILLS

Vector Art / Illustrations  
Digital Media Production  
Print Press Production  
CMYK Printed Media  
Brand Development  
Conceptual Design  
Packaging Design  
Motion Graphics  
Product Design  
Animation  
Leadership & Mentoring  
Campaign Management  
Global Communication  
Text/Email Campaigns  
Consulting & Logistics  
Market / Data Analysis  
Visual Merchandising  
Project Management  
Customer Retention  
Innovative Thinking  
Strategic Thinking  
Artificial Intelligence / AI  
Augmented Reality / AR  
Mixed Reality / MR

## INTERESTS

Concerts & Live Shows  
Museums & History  
Fashion & Textiles  
Film—Making  
Technology  
Comedy  
Art

## PROFILE

I'm Blake Emerick, a radical thinker and a multi-medium designer based in Manhattan, New York. I find satisfaction in taking extra steps to achieve a unique outcome, ensuring that the projects I touch will stand out and retain a lasting-impression. Beyond aesthetics — my work is notarized for my ability to incorporate unique ideas. I take pride in creating and developing products and working on projects that can become a conversation-piece.

## EMPLOYMENT HISTORY

### Creative Direction for Teleology Brands — Detroit, MI

MAY 2022 - MARCH 2025

Developed and launched two brands from the ground-up, *Jointman* and *Sushii Roll*. Both brands became extremely popular, resulting in rapid sales. Within less than 6 months, each was carried by more than 60 retailers. This also included distribution deals with several popular retail-chains, for agreements to meet demands as high as 75,000 units per month.

Created the logo, packaging, stock images, adverts, and other supporting assets needed to launch *Sushii Roll* from just a concept, to being sold on store-shelves in less than 2 weeks.

Demonstrated the ability to deliver high-impact, visually-distinctive, revenue-driving branding solutions for new and unproven brands entering a highly competitive market.

### Art Direction for GHJ (*Veteran Of The Industry*)

MAY 2022 - MARCH 2025

Developed and executed the branding and visual identity for G High Joe, a veteran-founded startup focused on veteran wellness. This multi-year project required multiple varieties of packaging, digital and printed marketing assets, and several billboards advertisements.

Designed various vector-based and die-cut packages (boxes, bags, tins, jars, bottles, food-packaging, plastic molds, foam inserts, etc.) for a large variety of products.

Developed and conceived several unique product and marketing concepts that enabled company growth; including a 300% expansion of GHJ's staff, the launch of multiple new product lines, and raising the proceeds to allow GHJ to give back over \$100,000 to charity.

Collaborated and communicated with both local and overseas production partners to deliver innovative, retail-friendly, and environmentally-conscious packaging that feature intricate design details... including decisions that can result in reduced production costs.

Coordinated end-to-end campaigns and promoted seasonal product line-ups, including vendor-exclusive offers and products, the creation of supporting media, and resolving manufacturing timelines challenges to meet expected deadlines.

GHJ achieved rapid market penetration, being carried by more than 50 retailers within just months of launch (now available in over 100), contributing to over \$1.6M in net profit per year.

Recognized for delivering high-impact branding solutions and unique product concepts that drive revenue, create growth, and develop a positive engagement with customers.

### In-House Creative Director at MindRight, New Baltimore - MI

APRIL 2022 - MAY 2025

Develop engaging and incentivizing Campaigns, Events, Promotions, Media, Billboards, Merchandise for MindRight. Utilized campaign analytics to refine promotions, optimize performance, and drive measurable growth

Ability to output technical and heavy work within short timeframes and meet deadlines.

Implemented and refined cohesive brand strategies for Michigan's largest cannabis dispensary, overseeing the process of designing a 17,500 sq. ft. flagship retail-space that could provide an immersive experience, while functionally marketing over 3,000 products.

Managed multi-channel marketing initiatives and campaigns, driving a 132x ROI from text/email campaigns and generating nearly \$2M in annual profit (\$4.7M over 30 months) with 7% conversion rates, 20% open rates, and up to 67% click-through rates, resulting in record-setting sales and high customer engagement

Designed reusable marketing templates, and a Campaigns, Events, Promotions, Media

Implemented a customer rewards program to maximize customer retention and loyalty

## EMPLOYMENT HISTORY

Associate of Arts and Sciences - AAS (Communication and Media) Macomb Community College, Warren, MI

2016 — 2019 SUMMA CUM LAUDE

