JAMES COLEMAN

Las Vegas, NV 89135 • 775.513.9652
colemanator@gmail.com • www.colemanator.com

Creative Director | Director of Creative Services

Creative leader with 20+ years of experience across brand, broadcast, digital, social, advertising and marketing. Experienced in building and leading multidisciplinary creative teams while developing brands, campaigns, content and visual identities across a wide range of platforms. Hands-on leader with a background in design and motion graphics and experience working across creative, programming, marketing, sales and product teams.

Professional Experience

VSiN – Las Vegas, NV

Director of Creative Services, 2022 to 2026
Led the creative vision and overall aesthetic of the VSiN brand across broadcast, digital, social, marketing and promotional channels. Oversaw day-to-day creative production while partnering with programming, marketing, sales and product teams across VSiN's shows, products and platforms.

Notable Achievements:

- Grew VSiN's in-house creative team from two to five, building and leading a multidisciplinary team of designers, motion graphics artists and editors.
- Developed and directed broadcast graphics packages, show identities, segment branding and promotional campaigns across VSiN's television and digital programming.
- Produced and creative directed photo and video shoots featuring VSiN's on-air talent, including a two-day shoot with 31 hosts and writers.
- Concepted and produced promotional campaigns supporting VSiN programming, subscriptions, products and partnerships across broadcast and digital channels.
- Established and maintained a consistent visual identity across VSiN's expanding lineup of shows, platforms and distribution partners.

WynnBET – Las Vegas, NV

Associate Creative Director, 2021 to 2022
Led a team of designers and motion graphics artists creating work for the WynnBET sportsbook app across social, marketing, user acquisition and retention.

Notable Achievements:

- Worked as both creative director and internal client to develop and produce a sports photography and video library for use across multiple channels.
- Produced and directed iGaming-focused content shoots developed specifically for WynnBET's target audiences.

R&R PARTNERS – Las Vegas, NV

Associate Content Creative Director, 2019 to 2021

Spearheaded the conceptualization and creation of engaging content for the LVCVA by encouraging innovative and authentic ideas across all departments. Oversaw comprehensive social campaigns across multiple social channels while giving full authority in managing and implementing creative affairs/ideas. Collaborated with internal teams to bring creative concepts to life within project timelines and budgets.

Notable Achievements:

- Built, trained and led a team of content creators to produce compelling and varied content for company's key clients.
- Created new content franchises while directing the same into development of actionable, topical, audience-focused messaging and content.
- Increased followers and maximized social media following for the pre-launch of Circa Hotel and Casino.

Art Director, 2016 to 2019

Led creative for high-profile agency clients including LVCVA, NV Energy, SNWA and Springs Preserve across integrated digital, social, video, motion and advertising campaigns.

Additional Experience: **Animation Manager & Web Designer** at R&R Partners | **Web Designer** at Shift4/Worlddoc, Inc./Media Underground.

Educational Background

Bachelor of Science (BS), Multimedia & Web Design, Art Institute of Las Vegas, NV