

# JAMES COLEMAN

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## Creative Director, Art

**Proactive and dynamic creative manager with extensive experience in leading, growing, and managing high-performing teams in advertising and marketing companies.**

Proven success in spearheading strategic positioning and creative direction, innovative design and development, and integrated production while motivating and inspiring cross-functional team members. Ability to collaborate with art directors, designers, copywriters, marketers, and salespeople while providing creative guidance. Skilled in developing concepts, assigning work to team members, ensuring a positive work environment, leading clients' projects, and executing promotional campaigns. Adept at improving social media presence, engagement, and effectiveness across all platforms to boost overall impact and performance. Demonstrated a portfolio showing strong 360-degree campaigns with a high level of creativity.

## Professional Experience

VSIN – Las Vegas, NV

### Director of Creative Services, 2022 to Present

Oversee the creative vision and overall aesthetic of the brand across various platforms including broadcast, social media, and digital channels.

#### Notable Achievements:

- Successfully built and led a dynamic team of designers, editors, shooters, and motion graphics designers, fostering a collaborative and innovative environment.
- Concepting and producing a promotional campaign centered around VSIN's daily newsletter that goes out to 100,000 subscribers daily.
- Producing and creative directing a media shoot consisting of 31 hosts and writers over two days capturing photography and video.

WynnBET – Las Vegas, NV

### Associate Creative Director, 2021 to 2022

Developed a team of designers and motion graphic artists to create impactful and meaningful designs for the WynnBET sportsbook app including social, marketing, user acquisition and retention.

#### Notable Achievements:

- Worked as creative director and client to help develop and shoot a full sports stock library for use across multiple channels.
- Produced and directed content shoots centered around i-gaming to cater to target demo group.

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 assure best transformation of ideas into reality within allocated time and budgetary resources.

#### Notable Achievements:

- Built, trained, and guided 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

Managed company's most high-profile clients, LVCVA, NVEnergy, SNWA, and Springs Preserve by acting as main point of contact for all creative endeavors. Facilitated in preparation of effective Digital and social content pieces, including creation and editing of video as well as motion graphics. Designed attractive HTML emails by utilizing Exact Target, Constant Contact, Mail chimp, and Outlook. Produced display and rich media banners of various sizes to drive traffic and generate interest of potential clients.

Additional Experience: **Animation Manager & Web Designer** at R&R Partners | **Web Designer** at Shift 4/Worlddoc, Inc/Media Underground.

## Educational Background

**Bachelor of Arts (BA), Multimedia & Web Design**, Art Institute of Las Vegas, NV

