

# David Nelson

Strategic Creative Direction  
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## Introduction

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Hi!

My name is David Nelson. For 20 plus years, I have been leading best in class creative solutions.

Print, Online, Offline, Interactive, Broadcast, Mobile/Out-of-Home. These more formal terms certainly encompass some of the channels I've worked in. Agency and Corporate are both environments in which I have thrived. B2B, B2C and Retail Advertising are languages I speak. Digital and Direct Marketing techniques, leveraging user Analytics and Online Metrics are methods I have used. Many flavors of designer, animator, and director are all roles I have played.

Take a look at some of my key competencies:

### Creative Leadership

- More than 20 years experience as a designer, director and creative leader, largely focused in marketing creative; I've thrived in both agency and corporate settings.
- Ownership of creative programs from start to finish, including technical and aesthetic merit.
- Determining appropriate delivery channels, based on audience, insights, and options.
- Highly collaborative creative approach.
- Direction of a broad array of media, including print for direct mail, e-marketing, interactive design, copywriting, video, and photography.

### Business/Management

- Collaboration with senior executive management to ensure organizational goals are met and exceeded.
- Managing work and deliverables of agencies, vendors and in-house staff including design and production.
- Analyzing results (workflow, campaign, design, etc.) and translating insights into improved processes, solutions, metrics, and results.
- Managing corporate reporting, budgets, projects, staff and processes.
- Working across highly-matrixed organizations and within brand requirements.

For a deeper look, a portfolio of work I've led is available on request.

Sincerely –



David Nelson

## Profile

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David Nelson has held creative positions in multiple disciplines with increasing responsibility for 20+ years. His background in fine art, brand design, digital media communications and 2d/3d animation lend well rounded mechanics to the direction he provides. Add inspiring creative strategy and leadership skills and the result has been award winning creative across many verticals, including interactive, broadcast, print and Mobile/Out-of-Home.

He combines distinctive senior level design experience with:

- Inspired creative direction that spans multiple channels.
- Creative stewardship including aesthetic and technical merit.
- Logistical management including client support.
- Budgeting, including P&L responsibility.
- Superior client engagement skill.

His experience and background make him an excellent candidate for senior creative positions.

Major clients have included Dyson, Chrysler, The Disney Channel, Mattel and ESPN. Recognitions include DSE creative content, Telly, Aegis, ADDYS, BDA, Apex and POPAI awards.

## Experience

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Date	Company	Role
2012 - 2016	Deluxe Corp. (NASDAQ: DLX) Shoreview, MN	Associate Creative Dir.
2012 - 2012	Meditech/THISClicks Saint Paul, MN	Creative Director
2010 - 2012	WAND corporation Eden Prairie, MN	Director – Creative Services
2006 - 2010	Wireless Ronin (NASDAQ : RNIN) Minneapolis, MN	Sr. Creative Director
2004 - 2006	Lobster Design Minneapolis, MN	Principal
1998 - 2004	Atlantic Design Group Washington, DC	Sr. Art Director
1996 - 1998	Windlight Studios Minneapolis, MN	Sr. Animator

## Clients and Brands

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Dyson / Chrysler / Ford / ESPN / Mattel / Boston Scientific / Carnival Cruise Lines / Wendys / Krispy Kreme / United Properties / St. Jude Medical / Gabberts / Aramark / ITT industries / The Washington Times / MTV / Animal Planet / BBC America / Thruport Technologies / Dayton Hudson (Target) / Fed Ex / Thompson Reuters / Scotts / The Discovery Channel / The Special Olympics /

## Recognition

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DSE Creative Content awards (7) / BDA gold (1) and silver (2) / Telly (2) / ADDYS (2) / AEGIS gold (1)/ POPAI (2) / Apex (1) / Omni (3) /

## References

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Robert Whent - President - Wireless Ronin Technologies – Canada. 519.562.1369  
I reported to Rob during the majority of my time at Wireless Ronin Technologies.

John Moody - Creative Director - Deluxe Corp. 612.327.7550  
I have an extensive professional relationship with John.

Linda Hofflander – Director, Vertical Marketing. Samsung Corporation. 952.564.3562  
I worked closely with Linda at Wireless Ronin Technologies, and she was a client of mine before her time at Wireless Ronin.

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### Portfolio available upon request.

Keywords: Adobe Creative Suite, Microsoft Office, 3d Animation, Motion Graphics, Broadcast, Video Production, Interactive, Email, Online, Print, Mobile, Digital Signage, Marketing, Analytics, E-Commerce, Advertising, Branding, Management, Remote, Supervision, Leadership, Strategy, Project Management, Strategy, Creative Direction, Art Direction, Senior Designer, Mac, PC, IA, UX, Profit and Loss, Budget, Team Building, Copywriting, Presentation.