



CREATIVE DIRECTOR

CLARK FAIRFIELD

CONTACT INFORMATION

clarkfairfield@gmail.com

501 Holland Lane #1004

Alexandria, Virginia 22314

323.512.5555

www.clarkfairfield.net

SKILLS

Mac OS System	Expert
Adobe Creative Suite	Expert
Video Production	Expert
Experiential Campaigns	Expert
Activations and Events	Expert
Data-Driven Visual Design	Expert
Brand Vision	Expert
Concept Development	Expert
Brand Steward	Expert
Team Leadership	Expert
Communication	Expert
Art Direction	Expert
Creative Strategy	Expert
Project Management	Expert
Creative Excellence	Expert
DEIA	Expert
Workamajig PM Platform	Experienced
ADA Level AA compliance	Experienced

Links
<https://www.linkedin.com/in/clarkfairfield/>

Portfolio
<https://www.clarkfairfield.net/>

Creative Director with over two decades of expertise, driven by spearheading transformative national campaigns and product launches. A leader of cross-functional creative teams of 2 to 20, to achieve exceptional user engagement and increased market share growth through strategic brand vision and creative execution. Advancing brand identity and operational efficiency by leveraging creative expertise, inclusive team leadership, adhering to ADA compliance, and setting new industry standards.

Employment History

Associate Creative Director

Oct 2020 - Present

Fors Marsh at Arlington, VA, USA

- Led a remote team of 7 for a nationwide COVID campaign, which delivered 13,900 ads and 100 billion impressions.
- Maintained 100% client satisfaction with global organizations such as NIH, CDC, the White House, and FEMA.
- Optimized creative campaign based on analytics, improving audience targeting, initiatives, enhancing user experience and contributing to 30% increase in audience trust and brand recognition.
- Managed high-impact projects, improving creative strategy and UX, leading to higher user engagement and retention.
- Implemented 508 compliant practices, achieving 100% AA accessibility scores for government regulations.
- Coached and mentored junior designers, elevating team capabilities and improved morale through workshops, boosting project outcomes by 50%; reducing ODC costs by 50%.
- Directed video crew for over 50 "Trusted Messenger" videos featuring experts in the medical and health industry and directed subject specific video assets library.
- Streamlined project workflows, through weekly check-ins enhancing team efficiency and comprehension of tasks by 80%.

Senior Art Director and Creative Lead

Feb 2016 - Mar 2020

Yes& Agency at Alexandria, VA

- Led creative strategies and brand guides for major campaigns, enhancing client brand visibility.
- Designed 3 years of conference activation and event production, boosting engagement for NATCON and MSCA events by 45%.
- Rebranded and improved UX for diverse sectors, achieving 100% visual consistency improvement.
- Won Best in Show at Creative Excellence Awards, driving 25% market share growth for the USDOT Road Safety and awareness campaigns.
- Directed 300 subject specific photography assets library for brand alignment.
- Developed client relationships, ensuring high satisfaction and project alignment with corporate brand standards.
- Enhanced engagement through targeted design solutions, leading to a 15% increase in audience engagement across diverse sectors.
- Led cross-functional teams to deliver award-winning creative projects, ensuring high client satisfaction.
- Streamlined project workflows, optimizing staff allocation and scheduling to meet stringent deadlines.
- Championed major healthcare campaigns, raising brand awareness presence by 75% through strategic rebranding.
- Spearheaded digital transformation for legacy brands, boosting digital engagement by 30%.



CREATIVE DIRECTOR

CLARK FAIRFIELD

CONTACT INFORMATION

clarkfairfield@gmail.com

501 Holland Lane #1004

Alexandria, Virginia 22314

323.512.5555

www.clarkfairfield.net

EDUCATION

Bachelor Degree in Graphic Communication

University of Maryland,
College Park

Minor in Fine Art

(resume continued)

Executive Creative Director, Department Manager
American International Industries, Los Angeles, CA

Jan 2014 - Dec 2015

- Led a 20-member design and writing team, enhancing brand consistency and quality standards.
- Directed branding for 60+ skincare, lash, nail, and grooming brands, boosting customer sales by 45%.
- Expanded brand presence in 180+ countries, driving a 28% increase in market share within six months.
- Streamlined production schedules with Chinese distributors, reducing package design costs by 33%.
- Boosted customer sales by 45% through strategic branding and product launches.
- Developed over 50 unique packaging designs, cutting production costs by 33%.
- Elevated market share by 28% through retail display placement strategies.
- Directed brand strategy, resulting in a 28% rise in brand awareness in Q1. Orchestrated rapid product launches, achieving 15% cost reduction.
- Launched 20 new products and prototypes, adding new products and re-branding outdated products within the portfolio.

Creative Services Manager and Director
The Donahue Group, PR and Entertainment, Hollywood, CA

Jan 2004 - Dec 2014

- Led creative for eight annual high-profile luxury events, enhancing brand recognition globally. Generated over \$1M in sponsorship revenue per event, increasing event attendance by 75%.
- Fulfilled roles as Designer, Cameraman, Videographer, and Editor for flawless event execution. Streamlined event production, reducing costs by 20% and improving PR efficiency and quality, expanding audience reach by 30%.
- Boosted client satisfaction scores by 15% through enhanced event themes.
- Introduced VR experiences to events, increasing engagement metrics.
- Optimized resource allocation, reducing overhead by 10% annually.

Additional Experience

Creative Director, Autonomy Creative Studio

Creative Director, Pittard Sullivan Agency

Creative Manager, Rolland House Post Production

Art Director, Capital Video Post Production

Sr Graphic Designer, ABC Affiliate, WJLA-TV7

Graphic Designer, National Geographic Society

Non-Profit Experience

Creative Consultant, Dream Foundation

Art Director, Graphic Designer, The Relational Center