



CREATIVE DIRECTOR

CLARK FAIRFIELD

CONTACT INFORMATION

✉ clarkfairfield@gmail.com

🏠 501 Holland Lane #1004
Alexandria, Virginia 22314

📞 323.512.5555

💻 www.clarkfairfield.com

MY CAREER JOURNEY

Empowering Innovation and Inclusion through Human-Centered Design: A Solutions-Driven Leader Driving Creative Excellence in Strategy, Team Leadership, and Project Management.

Clark Fairfield's career journey exemplifies his steadfast dedication to creative excellence and strategic innovation spanning diverse industries. With over two decades of experience, Clark's professional path began at the National Geographic Society, where he honed his branding and design skills, laying the groundwork for his future pursuits. Transitioning to TV as an on-air graphic, print, and set designer for ABC Affiliate WJLA, later delving into video post-production to broaden his expertise.

Venturing internationally to Pittard Sullivan in Hollywood, CA, Clark led creative teams on global print, web, and video projects. Notably, he served as Creative Director in relaunching the television network TGRT in Istanbul, Turkey. From designing digital ad campaigns to directing promotional videos for Lifetime Television to rebranding Emmy award-winning main title animations for The Wonderful World of Disney, Clark's career has been marked by diverse and impactful projects.

Additionally, he has led comprehensive national campaigns for various clients, including the USDOT, Discovery Channel, FEMA, Crozer-Keystone Health, National Biodiesel Board, American Public Power Association, Mechanical Contractors Association of America, Van Metre, Easter Seals, Geisinger Health System, FOX Network, NBC Network, ABC Network, MTV and the Hollywood Business District. He has also spearheaded residential UX campaigns for Bozzuto properties. Clark's expertise extends to directing live-action shoots, print, and web campaigns for recognized media outlets such as Lifetime Television, Warner Bros, Telemundo, and BET, as well as event and conference design for the Rodeo Drive Walk of Style and National Council for Behavioral Health. Clark has collaborated with renowned brands, including Tiffany & Co., Versace, Ferrari, Mercedes Benz Fashion Week, and the 100th Anniversary of Beverly Hills.

His leadership extends beyond the media realm, demonstrated by his management of an in-house creative team of 20 on over 60 renowned consumer beauty product brands. Under his guidance, these brands expanded their global presence and experienced a substantial increase in both consumer awareness and retail sales.

Recent notable achievements include providing remote creative direction, design, and team leadership for the CDC, HHS, and the White House on their unprecedented national "We Can Do This" COVID-19 public education campaign. Delivering digital, print, exhibit booths, collateral material, and video testimonials for broadcast and social media. The campaign efforts resulted in the delivery of 13,900 targeted ads, 100 billion impressions, 1,350 stories, activating 103 influencers, and designing content for 1,481 in-person events.

Throughout his journey, Clark has specialized in guiding critical thinking and creative strategy to build and elevate brands, leveraging his expertise in live-action video direction, photo shoots, print, web, video production, and team leadership. His work showcases his versatility and expertise across various domains. Clark's passion for helping others learn, mentoring, and fostering skill growth has been a cornerstone of his career. With a relentless drive for innovation and a keen eye for detail, Clark Fairfield continues to empower innovation and inclusion through human-centered design, leaving an indelible mark on every project he undertakes.



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SKILLS

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

SUMMARY

Accomplished and solutions-driven leader with a rich background in directing all facets of creative vision and strategy for projects, campaigns, and organizations.

Clark's career showcases his dedication to creative excellence and strategic innovation across various industries. With over twenty years of experience, he began at the National Geographic Society, refining his branding and design skills. Transitioning to television, he served as an on-air graphic, print, and set designer for ABC Affiliate WJLA. Moving to Pittard Sullivan in Hollywood, CA, he led global print, web, and video projects, including the relaunch of the television network TGRT in Istanbul, Turkey. Clark has designed national digital ad campaigns, directed promotional videos for Lifetime Television, and rebranded Emmy award-winning animations for The Wonderful World of Disney. He has spearheaded comprehensive national campaigns for clients like the USDOT, Discovery Channel, and MTV, as well as residential UX campaigns for Bozzuto properties. Clark's leadership extends to managing in-house creative teams, driving lifestyle creative, and product design for over sixty consumer beauty product brands. Recent achievements include providing remote creative direction for the CDC, HHS, and White House on their "We Can Do This" COVID-19 vaccine confidence campaign, resulting in 13,900 targeted ads, 1,350 stories, activating 103 influencers, and organizing 1,481 in-person events, and 100 billion impressions. Known for his critical thinking, mentorship, and creative strategy, Clark fosters innovation, inclusion, and leadership through human-centered design, leaving a lasting impact on every project and team.

Areas of Expertise

- Project Lifecycle Management
- Brand Identity & Enhancement
- Multi-Platform Branding & Advertising
- Team Building & Leadership
- Trend Analysis & Market Competitiveness
- Operational Efficiency Improvement
- Workflow Development & Optimization
- Client Relationship Management
- Creative Campaign Direction
- Strategic & Critical Thinking

EXPERIENCE

ASSOCIATE CREATIVE DIRECTOR

Fors Marsh. Arlington, VA, USA | Full-time remote, 2020–Present

Remotely led the creative team through an unprecedented pandemic to execute a division of a large-scale national COVID communications campaign for the National Institutes of Health (NIH), the Centers for Disease Control and Prevention (CDC), and the White House. This involved delivering 13,900 targeted ads, generating 100 billion impressions, producing 1,350 stories, activating 103 influencers, and organizing 1,481 in-person events. Additionally, orchestrated comprehensive paid and social media campaigns across various platforms, including national TV, digital media, radio, print, out-of-home advertising, social media, and search engine marketing (SEM), resulting in a remarkable 50% increase in brand awareness within six months through strategic campaign implementation and audience engagement analytics.

- Directed the complete lifecycle of campaigns, streamlining the campaign development process and reducing production time by 15% while maintaining quality standards.
- Spearheaded creative strategies, resulting in a 75% boost in brand recognition.
- Implemented optimized standard workflow processes, reducing production turnaround time by 20%, resulting in cost savings of \$100,000 annually while improving productivity.
- Achieved a 300% increase in conversion rates through targeted marketing efforts and strategic campaign adjustments.
- Enhanced team creativity and skillset by 75% through proactive mentorship and tailored course recommendations.
- Increased team engagement and generated innovative ideas through dynamic brainstorming sessions.
- Achieved a 30% increase in customer engagement and a 20% boost in target audience engagement by directing visual design, copywriting, and content creation for compelling advertising and digital marketing campaigns.
- Maintained competitiveness by staying ahead of industry trends.



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EDUCATION

Bachelor's Degree

Graphic Design Communication
and Fine Art

University of Maryland

1980–1984

HONORS AND AWARDS

Emmy Award:

Wonderful World of Disney show
package

Emmy Nominations:

NORM (main title), Magical World
of Disney (main title)

Broadcast Designers

Association Gold Award:

Broadcast main title wins for gold,
silver, and bronze awards

GDUSA:

We Can Do This Campaign

(resume continued)

SENIOR ART DIRECTOR AND CREATIVE LEAD

Yes& Agency. Alexandria, VA | 2016–2020

With a relentless drive for excellence, I achieved a remarkable 100% improvement in rebranding efforts, ensuring visual consistency and brand alignment across all marketing materials. By crafting visually captivating solutions for high-level campaign initiatives and garnering industry recognition, including the prestigious Best in Show award at the Annual Creative Excellence Awards. Concurrently, I spearheaded the development of compelling experiences for B2G, B2B, and B2C sectors, resulting in an impressive 25% market share growth and a 15% increase in audience retention.

- Implemented visual storytelling for USDOT, achieving a 30% increase in audience engagement and an 80% rise in content awareness within the first year.
- Achieved 100% improvement in visual consistency and brand alignment across all marketing materials through directed photoshoots and an original photo library.
- Cultivated relationships with key stakeholders, increasing client satisfaction ratings by 75% through proactive communication and personalized service delivery.

EXECUTIVE CREATIVE DIRECTOR AND DEPARTMENT MANAGER

American International Industries. Los Angeles, CA | 2014–2015

Effectively managed a diverse in-house agency team of over 20 designers and writers, spearheading branding efforts for over 60 highly regarded skincare, lash, nail, hair, and men's grooming brands. These included Andrea, Ardell, Body Drench, China Glaze, Clubman, EzFlow, GiGi, ibd, Seche, Supernail, and Thermal Spa. Expanded brand presence across retail, beauty supply, grocery, boutique, and specialty markets in over 180 countries, consistently adding reputable names to the brand portfolio while launching 20 new products.

- Oversaw photo shoots to ensure brand consistency and maintain quality standards across diverse product lines. Achieved a notable 28% increase in brand awareness and a substantial 45% boost in customer sales within the first quarter.
- Provided strategic guidance for the entire product portfolio.
- Expanded retail space with visually impactful displays, which drove revenue growth, resulting in a 28% increase in market share within six months.
- Collaborated with distributors in China to streamline production schedules and uphold high printing quality standards.
- Conceptualized over 100 innovative package design solutions to enhance product presentation and appeal, reducing production costs by 33%.

CREATIVE SERVICES MANAGER AND DIRECTOR

The Donahue Group, PR and Entertainment Studio. Hollywood, CA | 2004–2014

I led creative for eight annual luxury events in Beverly Hills, Hollywood, Santa Barbara, and Coachella Valley, driving impactful marketing, advertising, sponsorship, publicity, and PR to elevate their brand recognition globally. Spearheading an integrated creative approach, I crafted immersive event concepts for our celebrity audience, elevating our marketing and event capabilities and making us the go-to provider of luxury events. Gained a reputation for unparalleled customer service and retention, I slashed costs by 20% while enhancing event experience. Additionally, I fulfilled roles as Designer, Cameraman, Videographer, and Editor to ensure flawless execution.

- Increased event attendance by 75% by implementing targeted marketing strategies, creating immersive VIP event experiences, and leveraging celebrity engagement.
- Delivered high-level concepts that helped generate over \$1 million in additional sponsorship revenue by cultivating strategic partnerships and enhancing event brand visibility.
- Streamlined event production processes, reducing costs by 20% while enhancing overall efficiency and quality.