



Johnnie Mack

Creative Director // Graphic Designer
// Print // Digital // Photography //
UX+UI // Project Management



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WORK EXPERIENCE

2020-21

Creative/Brand Director

SOLcademy

- Established the brand identity and guidelines in a growing Edtech space with the challenges of addressing teacher burnout, learning continuity, and the achievement gap.
- Created a visual language that speaks to a broad network of individuals all directly affected by the growth in remote learning and education.
- Aligning all digital resources for the build-out and launch of a new platform that allows easy accessibility of diverse educational content.

2020

Creative Director

Comeet

- Ensured the continuity and integrity of a newly adopted rebrand by setting realistic goals and methods around a product relaunch.
- Generated a creative strategy for introducing an international tech product into the competitive American market.
- Improved target audience objectives by assessing current/previous digital marketing tactics in recruitment software.

2019

Associate Creative Director

Nutrafol

- Consolidated analytics and performance data of digital assets to improve continual business development.
- Incorporated audience research and strategy into creative campaigns, reaching new potential markets for our B2B/B2C product launches.

2018-19

Creative Director

Brand Iron Marketing

- Reinforced and secured creative expectations through guided 1-on-1 brand consultations with clients.
- Maintained timelines and client satisfaction while leading a team of designers, giving feedback and coaching for quality control.

2012-18

Graphic Designer

Defy Media // LittleThings, USA // 5by5 // TBMB

- Utilized sales data to implement creative marketing objectives while collaborating closely with design leads and managers.
- Conceptualized and built-out deliverables while incorporating marketing specs, driving successful results.
- Managed the pre/post production process while coordinating vendor relations for design assets.

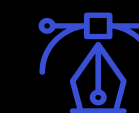
2008-2012

BFA - Graphic Design

Univ. of TN at Martin

Honors Graduate // Summa Cum Laude // Who's Who

EDU



Adobe Creative Suite // Photoshop // InDesign // Illustrator
// Adobe Acrobat Pro // Sketch // Figma // Microsoft Office //
Google Suite // Keynote // and more.