

COLBY WOODLAND

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PROFILE

A decade+ experience as a creative professional with a proven ability to develop, direct, and execute successful and innovative campaigns for high-profile brands that align with key marketing strategies.

EXPERIENCE

ASSOCIATE CREATIVE DIRECTOR | CALERES | SAINT LOUIS | 2016 - PRESENT

- Supports creative team by providing leadership, guidance and motivation to produce high-level creative.
- Leads team to strategically conceptualize creative campaigns in support of all marketing objectives.
- Assures that relevant style and fashion is infused in all creative work consistent with brand positioning.
- Promotes clear brand marketing objectives and effective communication of message strategy.
- Directs, designs, develops, and coordinates the production of creative marketing and brand assets.

CREATIVE STRATEGIST + DESIGNER | NORDSTROM | SEATTLE | 2013 - 2016

- Supported the creative vision and design aesthetic for campaigns across all channels.
- Established creative goals and delivered strategic solutions to meet creative and business objectives.
- Communicated and pitched clear ideas and creative concepts to senior leadership team and stakeholders.
- Strove for innovation by actively seeking out new design trends, experiences and technology.
- Mentored, led and inspired vision for designers, artists and writers.

ART DIRECTOR | FILM AND TELEVISION INDUSTRY | LOS ANGELES | 2007-2013

- Directed art department operations for film, television, photography and online media productions.
- Created content for a broad range of industries and leading brands, including Nike and Budweiser.
- Collaborated with top advertising agencies including Weiden+Kennedy, Deutsch and Anomaly.

GRAPHIC DESIGNER | FILM AND TELEVISION INDUSTRY | LOS ANGELES | 2002-2007

- Produced creative graphic art and designs in support of film and television production.
- Communicated with agency creatives to assure graphic content aligned with branding and messaging needs.

TECHNICAL EXPERTISE

Photoshop • Illustrator • InDesign • Dreamweaver • SketchUp • MS Office • Traditional Fine Art Techniques

EDUCATION

Bachelor of Fine Arts in Studio Art, University of Tennessee, Knoxville, Tennessee
Fine Art Media Coursework, Art Center College of Design, Pasadena, California

PROFESSIONAL DEVELOPMENT

Continuing Studies, Graphic and Web Design, School of the Art Institute of Chicago