

RYAN CROWLEY

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Creative leader with experience in building teams, brands and award-winning B2B and B2C integrated campaigns and packaging. Comfortable in both agency and in-house creative environments. Strong collaborator with cross-functional product, brand and omni-channel marketing teams from concept through execution.

EXPERIENCE

Creative Consultant | Lowell, MA | *Apr 2023 - Present*

- Design and produce brand identity systems, social content, website, print and digital assets for B2B tech and B2C clients.
- Drive integrated product and brand campaigns in alignment with client-side marketing and product teams to optimize and deliver results.
- Redesigned entire digital presence from brand identity to new corporate website for AI tech startup.

Creative Director | **Staples (JPG)**, Framingham, MA | *Mar 2020 - Apr 2023*

- Spearheaded creative strategy for integrated product and awareness campaigns that aligned with newly established Staples Private Brands — a \$2.1B business.
- Led creative development and production of design, layout, imagery, and copywriting of over a dozen integrated campaigns through print, digital, video, social, collateral, website, radio, etc.
- Owned campaign “sell-through” to internal business stakeholders, ensuring concepts delivered consistent, targeted messaging and brand experiences across an array of deliverables and marketing channels.
- Developed, evolved and updated brand guides for all five Staples Private Brands and produced campaign guides to align with corporate brand strategy.

Director, Packaging Design | **Staples (JPG)**, Framingham, MA | *Oct 2018 - Mar 2020*

- Oversaw 2-year implementation of award-winning packaging design and graphics for 1,200+ products for all Staples Private Brands.
- Directed and coordinated internal and external packaging design teams through production to ensure brand strategy, content and messaging were on target and projects were delivered on time.
- Guided product, brand and multi-channel sales teams from concept to prepress on all Staples Private Brand packaging.

Creative Director | **Cayan**, Boston, MA | *Feb 2011 - Jun 2017*

- Developed creative strategy and concepts for FinTech payments company through integrated digital and traditional marketing campaigns and collateral which contributed to growth from \$100M ARR to over \$300M.
- Oversaw a major re-branding initiative that positioned Cayan in advance of a \$1.05B sale in 2017.
- Drove omni-channel product and service campaigns through digital, direct mail and print media that generated over 10,000 monthly leads with a 30% conversion rate to internal sales team.
- Built and led a full-service, cross-functional creative team of designers, writers and developers as a director, manager and mentor in all areas of creative integrated marketing.

Creative Director | Freelance | *Jun 2006 - Jan 2011*

- Developed concepts, design, copy and overall creative direction and execution for various design projects.
- Owned project management, budget and timeline for multiple ongoing integrated campaigns.
- Developed logo / brand identity systems and guidelines for startup high tech and B2B clients.
- Managed several high volume direct mail projects from concept to final press proof.

Senior Art Director | **Catapult DM, San Jose, CA** | *Mar 1996 - Jun 2006*

- Led creative development, concept, design and production of print and digital advertising and direct marketing campaigns for dozens of high-profile Silicon Valley B2B / SaaS tech companies.
- Key Clients: McAfee, eBay, Applied Materials, Plantronics, Symantec, NetApp, BEA, Sun Microsystems.

EXPERTISE

Concept Development & Presentation
Integrated Marketing Campaigns
Brand Identity Design Systems

Creative Team Building / Management
Creative Department Planning & Budgeting
Creative Resource Management

Adobe Creative Suite
Graphic Design & Copywriting
Photography & Video Art Direction

EDUCATION

St. Michael's College, Colchester, VT
B.A. Economics