

# J.C. WATSON

Creative Director & Brand Manager

## INFO

Middletown, CT  
860.301.7775  
jcvwatson@gmail.com  
www.jcvwatson.com

## ABOUT

Seasoned creative director with nearly 15 years in marketing, starting out in graphic design, video production, photography, and social media before advancing to Art Director and Creative Director roles. I'm passionate about leading creative teams, including designers, videographers, photographers, and web specialists. My forte lies in generating and bringing to life innovative ideas that tell compelling visual stories. I thrive on translating creative visions into successful brand identities and marketing campaigns, and my diverse skill set has been finely tuned through years of hands-on experience.

## SKILLS

- Collaboration & Design Lead
- Adobe Creative Cloud
- Illustration & Page layout
- Art Direction / UX
- Social media platforms
- Photography & Videography
- Sprout Social & Hootsuite
- Wordpress
- Google Suite / Microsoft Office

## EDUCATION

Bachelor of Arts in Communications,  
Minor in Art  
Central Connecticut State University,  
New Britain, CT (2013)

Associates of Arts in  
Communications  
Middlesex Community College,  
Middletown, CT (2008)

## OTHER EXPERIENCE

- Special Olympics Connecticut -  
Volunteer, 2002 to Present  
Coach and Partner for SOCT Soccer  
and Volleyball

## PROFESSIONAL EXPERIENCE

### **Whelen Engineering - Creative/Art Director**

January 2020 - Present

- Lead the development of creative strategies for enduring assets, major campaigns, product launches, and events.
- Collaborate closely with the Marketing Director and strategists to provide creative direction for the annual marketing and campaign calendar.
- Direct and oversee the creative team to produce comprehensive visual assets, encompassing both online and print mediums across the organization.
- Regularly present innovative creative concepts and materials to the executive team for evaluation and alignment with business objectives.
- Mentor and empower the creative team, providing guidance, addressing obstacles, and fostering a culture of collaborative ideation.
- Manage and orchestrate the workflow of large-scale campaign creative deliverables, ensuring seamless execution from inception to completion.
- Collaborate with cross-functional teams to address and resolve issues throughout the creative process, maintaining project momentum and quality.
- Coordinate and lead photo and video shoots, ensuring the alignment of visuals with brand identity and campaign objectives.

### **Top Achievements in 2023**

- Orchestrated Whelen's acclaimed 70th anniversary campaign, overseeing its seamless execution across trade shows and iconic NASCAR vehicle designs. This endeavor culminated in an Excellence Award from the esteemed Connecticut Art Directors Club.
- Spearheaded the comprehensive rebranding of more than 200 print and digital literature pieces within a single year, ensuring a cohesive and impactful brand presence.
- Led proficient teams in crafting designs and collateral for over 300 successful tradeshow, consistently delivering compelling visual narratives and engaging materials.
- Pioneered the branding and implementation of Whelen's innovative fleet management software, the Whelen Cloud Platform, establishing a distinctive and impactful brand identity within the industry.

### **Whelen Engineering - Multimedia Designer, Social Media Manager, & Webmaster**

June 2011 - January 2020

- Lead creative content development for all social platforms for Whelen and Whelen Motorsports
- Create the yearly content marketing calendar with strategists to align social media, blog, and email content
- Utilize audience profiles, yearly events, and product launches to create social media campaigns to increase brand awareness and sales
- Work closely with the executive team, sales team, and engineering team to bring content and priority messages to life
- Develop visual assets (photography, videography, and design) and communicate with the creative team when needed for additional resources
- Track analytics and produce quarterly reports on Whelen's performance on all social channels and through SEO
- Develop visual assets and communicate with the creative team when needed for additional resources
- Planned, organized, and executed photo and video shoots

### **WFSB Channel 3 News - Videographer**

2008 - 2009

- Filmed and edited video for a fast-paced breaking news network