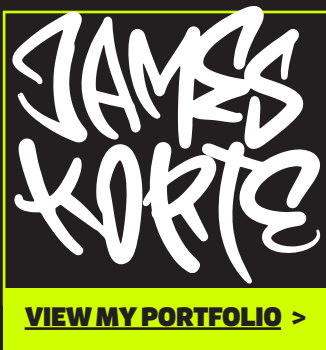




CREATIVE MARKETING & DESIGN DIRECTOR



JAMES KORTE

1165 Pineknot Drive
Cincinnati, Ohio 45238

(513) 319-5065

james.m.korte@gmail.com

Work Accomplishments



DIRECTOR OF MARKETING & DESIGN - 2024-PRESENT

- Led creative conceiving and oversaw execution of content creation and distribution for social properties, website, events, and special demand generation projects
- Directed outside creative and technical agencies/vendors to deliver on-brand assets that meet business goals



MARKETING & DESIGN MANAGER - 2021-2024

- Mentored and managed a cross-functional creative team on bleeding edge content creation techniques and social distribution best practices
- Designed and executed a data-informed content strategy across social and owned properties



MANAGER OF DEMAND GENERATION, GLOBAL - 2016-2021

- Led growth and campaign execution for a B2B demand and lead generation program for global IT distributor
- Grew top line program revenue from \$100k to \$750k between 2016 and 2020
- Led Hubspot implementation and served as in-house SME
- Retained 100% of hires for over 5+ years

POSSIBLE

MARKETING PROGRAM MANAGER, P&G TEAM - 2014-2016

- Managed creative build and launch of GilletteShaveClub.com
- Awarded Gold Addy for 2015 Downy GoPro Video [Producer]
- Increased team utilization from 82% to 125% between '14-'15



DESIGN TEAM/MARCOM LEAD - 2011-2014

- Client-side management of global website re-build
- Established global company brand standards



INTERACTIVE DESIGNER - 2009-2010

- Conceptualized, shot, edited, and delivered audio/video podcast for the advertising industry
- Led development for all company identity across the web and social



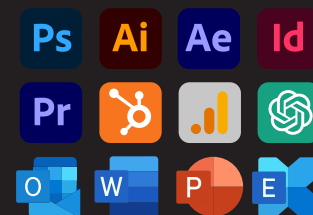
DIGITAL DESIGNER - 2005-2009

- Served in various capacities on game night crew
- Designed 2008 season ticket package
- Winner of the Best Arena Experience at 2007 IDEA Conference

Skills Inventory

- ✓ Marketing/Creative Team Leadership
- ✓ Marketing and Campaign Planning
- ✓ Organic Social + Content Strategy
- ✓ Art Direction and Design
- ✓ Video Production and Editing
- ✓ Organic & Paid Search (SEO/SEM)
- ✓ Copywriting
- ✓ Podcasting and Hosting
- ✓ Paid Social Advertising
- ✓ Measurement and Analytics
- ✓ Public Speaking and Presentation

Tools



Education

OHIO UNIVERSITY - ATHENS, OH
GRADUATED 2005

BS, Visual Communication: Interactive Multimedia
Minor: Film Studies

