

GARY PIPER

Visual Communicator

Creative team leader with 15 years of in-house experience plus agency background. Equal parts people leader, technical guru, and big picture visualizer. Experienced in print and digital campaign development, trade shows, corporate events, packaging, product launch, lead generation, and inbound marketing methodology.

Solves problems with a blended approach focused on solid business strategy and design aesthetics while inspiring team members to push ideation and execution methods. Excels in collaborative environments that provide opportunities to work on a wide range of projects. Continuous record of high performance results in exceeding marketing objectives through design as an individual contributor and leading a motivated team as an effective supervisor.

EXPERIENCE

Provided operational and inspirational guidance to a 12+ member in-house creative team split between three offices in North America, while adhering to global brand standards.

Implemented Workfront project management and process improvements to simplify task request, collaboration, and proofing workflows. Prioritized over 1500 projects annually based on business objectives set by leadership.

Interpreted creative briefs provided by internal and external clients to decrease ambiguity. Provided clear and concise direction to minimize execution time, align on timeline expectations, and secure budget.

Developed global/regional multi-faceted campaigns and messaging across digital, print, social, and event outlets.

Utilized Hubspot marketing automation platform to deploy campaign assets for lead generation and accelerate sales funnel advancement with target audiences.

Fostered better problem solving and innovative ideas with curiosity-driven brainstorming to deeply understand the business, products, technology, people and process goals of every project.

Mentored team to drive associate engagement by targeting individual motivational needs for career development while meeting business objectives. Highest direct supervisor effectiveness score of 93% in the marketing team.

Managed vendor relationships to ensure capacity flexibility, delivery by deadlines, and cost efficiency. Worked with indirect procurement team to realize cost savings in print and creative expenditures of 5%+ YOY.

Enforced required approval processes of marketing materials through necessary legal and regulatory entities to ensure compliance with quality and audit systems in an FDA regulated environment.

EMPLOYMENT HISTORY

KaVo Kerr (Danaher Corporation), Wood Dale IL

2016–2018 Director of Creative Services, NA
2015–2016 Creative Director, Imaging
2011–2015 Sr. Art Director, Imaging
2007–2011 Graphic Designer, Gendex

Progressive roles with increased responsibility, beginning as the sole designer for the Gendex brand, to building an in-house design team for this dental industry leader, part of a Fortune 150 company. Key member of the marketing leadership team working closely with category and product management to hit lead generation and product launch goals. Brands included DEXIS, Gendex, KaVo, Kerr, i-CAT, Instrumentarium Dental, NOMAD, Pelton & Crane, Soredex.

FUSION b2b (formerly Ross/Brown IMC), Naperville IL

2005–2007 Art Director and Internet Director

Integrated marketing agency with several dental, healthcare, technology, and construction clients. Designed for print and digital, web programming, project management, photo direction. Clients included Concentra, Dentsply, FC Lighting, ITW, Nobel Biocare, USG Sheetrock.

InnerWorkings (formerly CoreVision Group), Carol Stream IL

2003–2005 Art Director

Print brokerage and fulfillment company turned full service marketing communications firm. Managed the art department with mostly print and promotional product projects in B2B and B2C segments. Clients included FranklinCovey, Greenies, Mid-Continent Public Library, Roseland Hospital.

Johnson Marketing Group, Orland Park IL

2003–2003 Graphic Designer

Collaborated directly with the Account Executives and Creative Director taking projects from concept to production in a variety of media in both print and digital formats at a strategic marketing agency. Clients included BISCO, Formax, MB Financial, Sysco.

EDUCATION

DePaul University, Chicago IL

BA, Creative Arts Management (Fall 2018 completion)

Enrolled in DePaul's School for New Learning, transferring credits from University of Illinois and Parkland College to craft a degree focusing on creative process while incorporating management courses like Professional Coaching, Project Management, Ethical Business Behaviors to enhance business and management knowledge.

Parkland College, Champaign IL

AAS with Honors, Mass Communications/Graphic Design
Web Design and Management Certificate

Built on the design aesthetic foundations from the University of Illinois to refocus career path to graphic and web design.

University of Illinois, Urbana IL

Curriculum in Architecture & Landscape Architecture
Member Alpha Rho Chi, professional architecture fraternity

Began to acquire basic design concepts, rendering techniques, life drawing, and AutoCAD/3D modeling software skills. Fraternity leadership roles: Vice President, Pledge Trainer, Rush Chair, Social Chair, Web Administrator.

TRAINING

Ascend Training

Responsive Web Design

Danaher Business System University

Crucial Conversations
DBS Fundamentals
Leadership Essentials
Performance for Growth
Problem Solving Process
Situational Leadership
Transformative Marketing

HOW Design

Project Management Forum

HubSpot

INBOUND Annual Conference

StoryStudio Chicago

Writing for Business Communication

KEY SKILLS & TRAITS

Creative

Art Direction
Brainstorming
Campaign Development
Critiquing
Concepting
Copyediting
Copywriting
Ideation
Layout
Photo Direction
Pitching Concepts
Proofreading
Storyboarding
Typography
Video Direction

Professional

Active Listening
Accuracy
Critical Thinking
Conflict Resolution
Communication
Decision Making
Humor
Integrity
Leadership
Mentoring
Negotiation
Organization
Persuasion
Prioritization
Problem Solving
Process Improvement
Project Management
Self Motivation
Team Engagement
Time Management
Vendor Relations

Project

Branding
Campaigns
Corporate Identity
Dealer Support
Digital & Print Ads
Direct Mail
Eblasts
Educational Events
Lead Generation/Nurturing
Mobile Applications
Mobile Roadshow
Print Collateral
Product Launch Events
Sales Incentive Programs
Social Media
Trade Shows
Videos
Websites

Technical

Adobe Creative Cloud
- Acrobat
- Bridge
- DreamWeaver
- InDesign
- Illustrator
- Photoshop
- Premiere
Constant Contact
HTML5/CSS
HubSpot
Interactive PDF
InVision
MasterControl
Microsoft Office
Keynote
Salesforce
Sketch
Widen DAM
Workfront
WordPress