



MICHAEL J. MULLAN

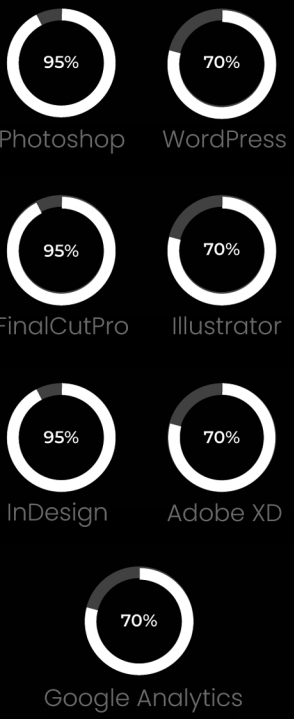
art director

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- mmullan33@gmail.com

EXPERTISE

- Team Leadership
- Campaign Management
- Creative Development
- Branding Strategy
- Content Creation

SOFTWARE



ABOUT

Personal Info

2D ~ VIDEO ~ WEB DESIGN

Creative Team Leader

Award-winning professional with proven success leading branding, communication, & development campaigns for multi million-dollar companies across diverse industries

- Healthcare/Pharma
- Agency
- e-Commerce
- Business Dev

PROFESSIONAL BACKGROUND

- 6/18-PRES

ART DIRECTOR
Simplura / CareGivers America (CT, MA, NY, NJ, PA, WV, FL)
 Creative consultant with executive team for all affairs pertaining to East Coast Operations
 Creative lead on marketing, training, orientation, recruitment, & retention programs

 - Accomplishments
 - Digital marketing campaign management which led to a 40% increase in referrals
 - Cohesive brand recognition through top notch creative, targeted digital advertising
 - Creation & execution of massive statewide digital, outdoor, TV, & radio campaign for successful re-brand initiative which saw a 600% increase in web traffic
- 7/20-PRES

CREATIVE DIRECTOR / OWNER
illume Creative Co. (PENNSYLVANIA)
 Concept, design, print, branding, digital marketing, social media; we guide small business owners through the creative & marketing landscape

 - Accomplishments
 - 20 local creative campaigns in first 2 months of operation
 - Creative consultation & social media support during lock down
- 5/16-6/18

SR. GRAPHIC DESIGNER/MARKETING CONSULTANT
Helping Hand Home Health & Hospice (PHILADELPHIA, PA)
 Design, video, social media, vendor management, event planning

 - Accomplishments
 - Increased patient enrollment by focusing on community involvement with non-profit groups
 - Grew brand recognition through partnerships with local organizations & City Council of Phila.
 - Created and managed all creative & communication pieces
- 9/13-5/16

ART DIRECTOR / MARKETING CONSULTANT
Costa Rica Off-Shore Business Center (SAN JOSE, CR)
 Design, web design, video, photography, writing, SEO

 - Accomplishments
 - Successfully launched new products to market & drove sales to \$2.5 million in 8 months
 - Creation of brand presence with landing pages, photography & design
 - Enhanced market presence with Ad words & SEO best practices

EARLIER WORK EXPERIENCE AVAILABLE

EDUCATION

- 9/95-6/00

THE UNIVERSITY OF THE ARTS
PHILADELPHIA, PA
 BFA - FILM / MULTI MEDIA ~ MINOR IN SCULPTURE

AWARDS RECEIVED

- Philadelphia City Hall Citation (2019), Student Academy Award (2001), Jimmy Stewart Crystal Heart Award (2002), Best Short Film, Big Bear, Nashville, St. Louis, Black Moriah Film Festivals, University Presidents Award (2000), National Endowment for the Humanities Grant (1999)

TECHNOLOGY

- WordPress; Final Cut Pro; Motion; Adobe Creative Suite: Photoshop, Illustrator, InDesign, Adobe XD, After FX, Spark, Acrobat, Dreamweaver; Squarespace; HTML; Wirecast; OBS; RTMP; CRM / Hubspot; Salesforce; MS Office including OneNote, PowerPoint, SharePoint, and Excel; ColdFusion; Social Media Platforms; Google Analytics; SEO; SEM; Content Management Systems (CMS); PR Newswire; Cision; Hootsuite; Photography; Film; Writing; Editing; Animation