



# MICHAEL J. MULLAN

C r e a t i v e   D i r e c t o r

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• advertising • digital marketing • creative consultation





## FIELDS

- Healthcare (4 yrs)
- Pharmacy (3 yrs)
- Agency (3.5 yrs)
- e-Commerce (4 yrs)
- Business Dev (7 yrs)

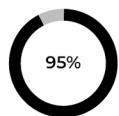


## EXPERTISE

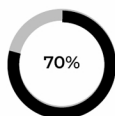
- Team Leadership 
- Campaign Management 
- Market Research 
- Branding Strategy 
- Content Creation 



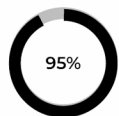
## SOFTWARE



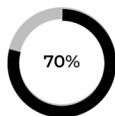
Photoshop



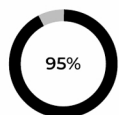
WordPress



FinalCutPro



Illustrator



InDesign



Adobe XD



Google Analytics

## PROFESSIONAL BACKGROUND

### CREATIVE DIRECTOR 6/18-PRES

#### 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 training, orientation, recruitment, & retention programs  
Innovation of internal procedures & communication protocol

- **Accomplishments**

- Brought all internal procedures online through web & application development
- 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

### CREATIVE DIRECTOR / OWNER 5/20-PRES

#### 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

### SR. GRAPHIC DESIGNER/MARKETING CONSULTANT 9/16-5/18

#### 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

### ART DIRECTOR / MARKETING CONSULTANT 5/13-9/16

#### 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

### THE UNIVERSITY OF THE ARTS 9/95-6/00

#### 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; Adobe Creative Suite including 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