

## Hi, I'm Travis

I build world-class competitive brands that defy the status quo to deliver growth for enterprises and startups. From Seattle to Dallas to New York, I have worked with more than 30 organizations to design and activate intelligent, thought-provoking brands built on data and administered with great care.

### EDUCATION

BFA GRAPHIC DESIGN | Art Institute Seattle | 2004 -2006

### EXPERIENCE

CREATIVE MANAGER | Amira Learning + Istation | San Francisco, CA (remote) | Mar 2023 - Present

- **Branding for Growth:** Directed rebranding initiative informed by customer data and market research, resulting in a 200% year-over-year increase in web traffic and a 30% rise in MQLs after four months.
- **Customer Retention:** Successfully repositioned the brand during a corporate merger while maintaining customer trust and retention with consistent, strategic communications.
- **AI Content for Speed:** Designed and implemented an AI-integrated design system to rapidly prototype content increasing output by 36% and improving monthly social engagement by 14% in 1 quarter.
- **Brand Performance Up:** Established benchmarks, conducting quarterly reviews to track brand awareness, perception, and loyalty achieving 19% increase in awareness after 4 months with key demo.
- **Asset Management:** Built a digital asset management tool to house and monitor brand guidelines, assets, and materials for brand cohesion and cross-department adoption.
- **Market Research:** Conducted focus group testing and market research to identify target audience, predict trends, and create a sustainable brand strategy to inform key messaging and marketing tactics.

DIRECTOR OF BRAND STRATEGY | Scout Digital | Burlington, VT (remote) | Jan 2020 - Mar 2023

- **Revenue Up:** Directed content strategy and artistic vision for Nalgene.com in collaboration with cross-functional teams, earning millions of web impressions resulting in 74.9% YOY revenue increase.
- **MQLs Up:** Spearheaded redevelopment of the Scout Digital brand through visual identity, voice, storytelling, and integrated marketing initiatives, achieving a 32% increase in MQLs over three years.
- **Media Innovation:** Directed innovative video content and animation to amplify client brands ensuring artistic vision aligned to business strategies and promoted growth.
- **Performance Tools:** Integrated advanced web and marketing analytics tools, such as GA4 and HubSpot, to gain actionable insights into customer behavior and optimize brand performance.
- **Team Leadership:** Mentored next generation talent across multiple managed accounts to produce impactful, measurable content, fostering a culture of creativity, innovation, and fun.
- **Naming Process:** Established a structured naming process to define, develop, and trademark corporate and product brands for market differentiation and legal protection.
- **Branding Framework:** Developed a scalable brand design and messaging framework with procedures to ensure consistent application of the brand for a cohesive customer experience.

## FOUNDER/CREATIVE DIRECTOR | Qwerkal | New York City, USA | Feb 2013 - Jul 2019

- **Studio Operation:** Operated a branding studio working hands-on with a team of artists and content creators to develop and launch competitive, market-tested brands for early stage startups.
- **Brand Value Earned:** Branding client KellyBoat sold the business for seven figures with 63% of the value attributed to the brand.
- **Startup to Established:** Client Reconciled was awarded Intuit firm of the year and scaled their operations nationally becoming one of the fastest growing cloud-based accounting firms in the U.S.
- **Account Management:** Monitored marketing budgets, managed vendors, collaborated with external agencies, and oversaw production across 15 accounts ensuring consistency and quality.
- **Brand Performance:** Performed customer research and competitive analysis to identify target audiences, define buyer personas, and track KPIs such as brand awareness, loyalty, and market share.

## ART DIRECTOR | Food Match | New York City, USA | Sep 2011 - Feb 2013

- **Product Labeling:** Oversaw labeling system for 200+ DIVINA retail food products ensuring consistent brand application, design, prepress, and production.
- **PoP:** Managed external vendors and agency partnerships to design and execute in-store point of purchase displays and signage.
- **Package Design:** Art directed food packaging, product photography, product catalog, and digital advertisements.
- **Branding:** Strengthened the in-house brand to improve consistency with optimized styles, a scalable content design system, and brand guidelines to promote a unified customer experience.
- **Marketing:** Developed branded communications including sales collateral, print & digital advertising, and in-store branded experiences.

You can find additional work experience and my portfolio at:

**TRAVISBRAGG.COM**