

JAMES EINSPAHR

Creative Direction and Digital Strategy

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SUMMARY

Accomplished Senior Managing Director with a successful track record overseeing digital creative teams, digital marketing strategy, while achieving proven results in productivity resulting in revenue increases in the tens of millions. Additional achievements include above average staff retention while managing multiple multi-million dollar projects and maintaining consistent growth in bottom line revenues in a stressed market vertical.

EXPERIENCE

Furniture Row / **Digital Creative Director** / 11 Years 7 Months

- Graduated to Digital Team Lead three months into the position of Flash Designer, promoted to Sr. Designer, followed by Digital Creative Director.
- Built the Digital Creative team to over 13 direct report employees including production staff, designers, art directors, copywriters, developers, photographers, and retouchers. Outside resources included three primary developers and one QA member, ramping up to as many as six added extended staffer members.
- Led projects for digital ad creation & placement, branding initiatives for existing and new brands, to multi million dollar website overhauls, multi million dollar web sites from inception, NASCAR team sponsorship tasks, vendor selection, vendor relationship building and more.
- Responsible for leading and maintaining year over year revenue growth online for the last 5 years straight.
- Directly fulfilled tasks for UI, UX, and development. Directed and led outside development efforts for all of Furniture Row's Online properties.
- Handling of all HR related tasks for Digital Creative team including, hiring, staff development, staff retention, and issue resolution.
- Managed vendor and platform selection along with relationship management for a wide range of tasks including but not limited to technologies for eCommerce, Email Marketing ESPs, Inbox Tracking and placement, Content Strategy & Tracking, Ratings & Reviews, Questions & Answers, Digital Asset Management, and Equipment Procurement.
- Ordering, maintaining, and tracking of equipment ranging from computers, servers, photo studio equipment including cameras, camera & light stands, plus every day items required to maintain successful production needs.
- Direct oversight of three full time internal photo studios, managing tasks, photographers, and daily/weekly planning including delivery schedules.

Turner Media Group / **Creative Manager** / 3 Years

- Responsible for tasks related to sales, design and assisting in development of iTV adware on the Dish Network platform. Part of design team responsible for over 12 successful iAd campaigns for a wide range of global brands.
- Worked with team to manage branding for all eight of the TMG's owned and operated networks including brand packages for on air, websites and print.

EDUCATION

Art Institute of Colorado / **Bachelor of Arts - Interactive Design** / 2004
3.9 GPA / Dean's List / Early Graduation

SKILLS

Personally responsible for improving my skill set adding to my overall value as a leader in my field.

- Creative, Digital, & Marketing Strategy Development and Implementation
- Tactical Influencing with C-Level & Executive Staff
- Process Development & Oversight
- Budgeting including P&L Management
- Production & Project Management
- Staff Development
- Vendor Search, Selection, & Relationship Management
- Contract Negotiations
- Email Marketing Implementation, Development & Management
- Mastery of Adobe Creative Suite
- Mastery of Microsoft Office & Apple Office Suite
- User Interface & User Experience Design
- HTML and CSS Design & Development
- Intermediate JS Programming including jQuery
- Apple Computer Management
- Intermediate Server Management