



# JAKE COLTRANE

CREATIVE DIRECTOR

[JAKECOLTRANEDESIGNS.COM](http://JAKECOLTRANEDESIGNS.COM)

## CONTACTS

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## PROFILE

Creative Director with over 15 years of experience leading award-winning campaigns across retail, fashion, government, and lifestyle sectors. Proven track record in leading multidisciplinary teams, developing culturally resonant work, and pioneering new creative workflows. Recognized for shaping brand narratives that win audiences while driving innovation, clarity, and results at every stage of the creative process.

## EDUCATION

### BA / Architecture

University of North Carolina at Charlotte

## WORK EXPERIENCE

2024 - Pres

FRENCH/WEST/VAUGHAN  
Raleigh, NC

### Associate Creative Director

- Oversaw creative and art direction for over 100 national and regional brands, with key leadership on Wrangler Jeans, NCDOT, Pendleton Whisky, Visit Cherokee, Carolina Hurricanes, and NC Courage.
- Directed award-winning campaigns across digital, broadcast, social, and experiential platforms, resulting in 7 Telly Awards, 2 Gold and 1 Silver AMA Awards, and 6 Bulldog Awards.
- Championed agency-wide adoption and implementation of emerging AI tools for creative development, establishing internal policy and best practices during a time of rapid industry change.
- Collaborated with cross-functional teams to shape brand strategy, elevate creative execution, and align campaigns with evolving market trends and client objectives.
- Mentored junior creatives and led ideation sessions across departments to drive innovation, consistency, and breakthrough campaign work.

### Creative Director

- Managed a team of 10 full-time employees and numerous freelance resources, including graphic designers, copywriters, photographers, videographers, digital strategists, social media strategists, and web developers.
- Led Brand Development, Creative Direction, and Creative Strategy for over 75 clients in the areas of social media, digital media, digital marketing, and traditional print and broadcast marketing.
- Increased profitability in creative departments by 20% through the application of best practices and standards in content creation and digital asset management.
- Consistently led meetings with clients to review objectives, deliverables, and strategic recommendations for their brands and presences.
- Awarded 5 Telly Awards for Video Production, and 2 Platinum Community Votes Awards for Graphic Design and Web Design.

2019 - 2024

EVOLVE, INC.  
Greenville, NC

## EXPERIENCE (CON)

2016 - 2019

INNERFACE

Atlanta, GA

### Art Director

- Developed and maintained Corporate Identity, Branding & Identity, and Brand Development for over 75 clients in healthcare, finance, and education.
- Managed a team of junior designers in executing proposals and branding applications in large-scale facilities and web presences.
- Worked closely with clients to tour, review, and present best practices for their offices, facilities, and digital components.
- Increased design department efficiency by introducing new technologies in project management and digital asset management.

### Senior Graphic Designer

- Oversaw the end-to-end process of graphics creation, including sales design packages and production artwork, ensuring high-quality design deliverables across all departments.
- Managed both internal and external design teams, guiding projects from conception through to implementation, and effectively meeting deadlines and quality standards.
- Instituted and managed company-wide design standards, resulting in a unified brand identity and elevated visual coherence across all platforms and materials.

### Graphic Designer

- Designed and maintained e-commerce website, streamlining product pages and inventory management to improve online sales.
- Created brand identity and executed visual design across print and digital media, including brochures and product catalogs.
- Produced and edited promotional videos and web advertisements, enhancing brand storytelling and audience engagement.
- Managed and expanded social media presence, increasing follower growth and online visibility for the emerging brand.

2013 - 2016

Modulex Carolinas

Charlotte, NC

2010 - 2013

Cayisa Jewelry

Charlotte, NC

## SKILLS

### PROFESSIONAL

- Brand Strategy
- Content Storytelling
- Creative Direction
- Cross-Platform Campaign Dev.
- Strong Presentation Skills
- Creative Operations Efficiency
- Team Building
- Team Leadership & Mentorship

### TECHNICAL

- Adobe Creative Suite
  - Photoshop, Illustrator, InDesign, XD, Premiere, After Effects, Substance, Dreamweaver
- Webflow
- Wordpress
- HTML/CSS
- Familiarity with Unreal Engine

## ACHIEVEMENTS

### 10 Gold + 4 Silver Awards

Telly Awards

### UX Accessibility Design Cert.

Interaction Design Foundation

### 2 Gold + 1 Silver Awards

AMA Awards

### Creative Marketing Cert.

Hubspot Academy