



JAKE COLTRANE

CREATIVE LEADER & STRATEGIST

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CONTACTS



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Apex, NC

PROFILE

Creative leader with 18+ years of experience driving brand and demand through integrated marketing, digital experiences, and storytelling. Proven ability to translate complex ideas into clear, human-centered narratives that move audiences and deliver measurable business impact. Experienced in leading multidisciplinary teams, scaling creative operations, and partnering with executive stakeholders to align brand, product, and go-to-market strategy.

EDUCATION

BA / Architecture

University of North Carolina at Charlotte

WORK EXPERIENCE

2024 - Pres

FRENCH/WEST/VAUGHAN
Raleigh, NC

Associate Creative Director

- Lead creative direction and brand strategy across a portfolio of 100+ national and regional clients, translating complex business objectives into clear, compelling, and performance-driven campaigns
- Partner with marketing, PR, and digital leaders to align creative with go-to-market strategies, ensuring work drives both brand differentiation and measurable outcomes
- Set the creative standard across integrated campaigns spanning digital, social, broadcast, and experiential channels
- Champion the adoption of AI-enabled creative workflows, establishing governance, best practices, and tools that improve speed, scalability, and cross-team collaboration
- Guide multidisciplinary teams including designers, writers, strategists, and production partners, fostering a high-performance culture focused on innovation and executional excellence
- Present strategic creative direction to senior stakeholders and clients, influencing decision-making and strengthening long-term partnerships
- Mentor and develop creative talent, building team capability and consistency across all outputs

Creative Director

- Directed brand and marketing strategy for 75+ clients, shaping integrated campaigns across digital, social, broadcast, and print channels
- Built and led a multidisciplinary creative team of 10+ full-time staff and a distributed network of freelance and agency partners, ensuring consistent quality and delivery across all workstreams
- Established scalable creative systems, workflows, and asset management standards that improved efficiency and increased departmental profitability by 20%
- Translated diverse and often complex client offerings into clear, audience-first messaging and storytelling frameworks that strengthened brand positioning and engagement

2019 - 2024

EVOLVE, INC.
Greenville, NC

EXPERIENCE (CON)

2019 - 2024

EVOLVE, INC. (Cont.)
Greenville, NC

- Collaborated cross-functionally with client leadership and internal teams to align creative output with business goals, timelines, and budget constraints
- Led concept development for high-visibility campaigns, raising the creative bar and delivering award-winning work across multiple platforms
- Acted as a senior strategic partner to clients, advising on brand evolution, campaign performance, and long-term marketing direction

Art Director

- Led brand development and identity systems for clients across healthcare, finance, and education, ensuring consistency across physical environments and digital experiences
- Managed and mentored junior designers while overseeing execution across large-scale branding and environmental design projects
- Partnered with clients and stakeholders to translate business needs into cohesive brand and design strategies
- Introduced improved project management and asset workflows, increasing team efficiency and delivery consistency

Senior Graphic Designer

- Oversaw end-to-end creative development for branding and environmental design systems across multiple industries
- Managed internal and external design resources, ensuring projects were delivered on time and aligned with brand standards
- Established and enforced company-wide design standards, improving consistency and elevating overall brand quality
- Collaborated with cross-functional teams to deliver cohesive experiences across physical and digital touchpoints

Graphic Designer

- Developed brand identity and executed creative across e-commerce, digital marketing, and print materials
- Designed and optimized the company's e-commerce experience, improving usability and supporting sales growth
- Produced video and digital content to enhance brand storytelling and audience engagement
- Managed and grew social media presence, increasing brand visibility and customer interaction

2016 - 2019

INNERFACE
Atlanta, GA

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