



Brett Ekblad

Creative Direction | Design | Photography

**PHONE**

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**WEBSITE**

bekblad.com

SKILLS

- Photoshop ●●●●●
- Illustrator ●●●●●
- InDesign ●●●●●
- Sketch ●●●●●
- InVision ●●●●●
- UX Design ●●●●
- Photography ●●●●

AWARDS

- 🏆 Gold National ADDY for Full Campaign
- 🏆 1 Gold, 2 Silver, 2 Bronze Regional ADDYs
- 🏆 First Place in Regional AAF NSAC Campaign

INTERESTS

- 📷 Urban photography
- 🍷 Peculiar foods
- 🎵 Music festivals
- 🐾 My cat, Booty

TPN

02/20 - Present

ASSOCIATE CREATIVE DIRECTOR

Currently leading development of national shopper marketing campaigns for Clorox and Blue Diamond Growers brands with a focus on health-conscious in-store executions and dynamic digital experiences.

02/17 - 02/20

SENIOR ART DIRECTOR

Brought shopper marketing campaigns to life for Clorox brands by launching new products, creating in-store collateral, and developing smarter e-commerce solutions.

02/16 - 02/17

ART DIRECTOR

Created in-store advertising and digital campaigns for Clorox brands and Walmart. Projects included POS signage, in-store video content, promotional web pages, and banner ads.

ICROSSING

12/15 - 02/16

ART DIRECTOR

Collaborated with a dynamic team of creatives to concept and launch large digital campaigns and websites. Mentored and led junior designers and copywriters to execute bleeding-edge creative. Clients included Dremel, Beam Suntory, and Firestone.

10/14 - 12/15

SENIOR DESIGNER

Led social campaigns and website designs. Worked with Beam brands to increase online presence and in-store sales. Brand reach on social media increased by 100% since launch.

01/13 - 10/14

CREATIVE DESIGNER

Supported and led website redesigns, social media campaigns, and new business pitches. Produced internal communications and mentored new interns. Successfully launched multiple digital campaigns which contributed to record-high quarter profits and company expansion.

MICHIGAN STATE UNIVERSITY

09/09 - 12/12

CREATIVE ADVERTISING

Overall GPA: 4.0/4.0, High Honors
2012 Outstanding Advertising Senior Award
Organizations: MSU AAF, Design Mentors, Teacher's Assistant