



COREY DUNCAN

Digital Designer | Senior Art Director

415.272.4357

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coreyduncan.com

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PROFILE

An experienced, award-winning, reliable professional with a history of working with multi-functional teams creating strategic, integrated ad-campaigns and result-driven designs for a variety of industries. A passionate versatile creative with a strong background in digital marketing and design; experienced with brand management, UI/UX, web/mobile user experience, event marketing, photography and video editing. I'm an innovative thinker, strong leader, team player, with excellent motivational skills that propel projects and people forward.

EDUCATION

Texas A&M University

BA in Marketing
COLLEGE STATION, TX – 2001

Miami Ad School

Masters in Communications
SAN FRANCISCO, CA – 2003

EXPERTISE

- Brand Development / Management
- Promotional and Integrated Advertising Campaign Development
- Project / Team Management
- Email Program / Campaign Templates
- Web / Mobile / UI / UX Experience
- Responsive / Mobile Strategies
- Audience Development Solutions
- Professional Mentor
- Adobe CC, Figma, Sketch, InVision, Microsoft Office, Goggle Apps, Digioh, Camtasia, iMovie, Marketo, Salesforce, Basecamp, Confluence, Jira, Asana, Trello, Klayvio, Miro

EXPERIENCE

Lead Designer

Chilisleep/Sleepme | Mooresville, NC (Remote)

OCT 2021 - NOV 2022

- Managed 6 person design team (full-time and contractors), responsible for delivering digital assets for all marketing channels including: Amazon, Affiliates, Blog, Email, Events, Organic Social, Paid Digital Ads, Partnerships, PR, Video, Website
- Led design direction for new product launch of the Dock Pro Sleep System
- Oversaw creative development of new brand & website transition, including a refresh of all product PDP pages featured in the Amazon store
- Partnered with web, app, product teams to launch new membership service (sleepme+) and new product feature (Hiber-AI)
- Averaged new campaign every month, consisting of approximately 80+ paid ads, 4-8+ emails, website and blog assets, as well as CTV and YouTube videos
- Deliverables primarily focused around digital ads included: Paid FB/IG, retargeting display, google performance max, CTV audience extension, Reddit, affiliates

Senior Email Designer

Vrbo | Austin, TX

DEC 2019 - AUG 2021

- Designed engaging and effective mobile-first email templates in-line with Vrbo's brand standards and creative guidelines
- Developed an email design system with a modular, repeatable approach
- Managed a "library" of modular email designs and components so content was easily accessible by other designers, content managers and developers within our department
- Worked closely with other email designers and developers to help create HTML templates; ensured all creative assets were optimized for delivery and performance
- Supported global versioning for 20+ brands, 16 languages, and 4 style guides

Interactive Creative Director

PostUp | Austin, TX

FEB 2010 - SEPT 2019

- Managed, designed and produced all client projects, internal resource materials, and coding/development services
- Implemented responsive layouts and mobile focused design strategies leading to large increase in services revenue
- Worked alongside Marketing Director to develop PostUp brand identity and guidelines
- Designed successful (WEN) Warranty Expiration Notice template system for Dell, Inc. that generated millions of dollars of revenue monthly
- Redesigned The Hill email program for mobile optimization allowing U.S. Senators and Congressmen to be quickly informed about the latest news and policy updates
- Developed Master Template and Audience Development solutions for Apartment Therapy that increased on-site conversion by 63%, increased subscriber list by 70%, and increased click-to-open rate by 10%
- Launched iHeartRadio's highly dynamic, scalable national and station-specific (580+) newsletter programs for seven genres along with dedicated and promotional mailings that in a year grew from 2.4 million daily sends to 8 million daily (250M month); resulting in a 15.1% open rate, and 13.6% click-to-open rate



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MORE EXPERIENCE

Senior Art Director

Swirl | San Francisco, CA

MAY 2007 - APR 2009

- Worked directly with ACD/Strategy Teams to create award-winning integrated advertising campaigns for San Francisco Giants and Oakland Raiders that leveraged wide array of mediums including TV, print, outdoor, and digital
- Co-Conceptualized and designed brand identity and campaign materials for the California Table Grape Commission that has lasted since 2008
- Developed and designed award-winning "Raider Creator" microsite and ad campaign
- Created innovative "Dial-In" billboards for the Oakland Raiders 50th Season campaign that increased phone-in orders and online ticket sales by 33%
- Concepted and managed FasTrak TV campaign that resulted in ~300% increase in FasTrak signups and decreased "misplacement" tickets by ~72%

Senior Art Director

Frankel/Arc Worldwide | San Francisco, CA

JAN 2003 - MAY 2007

- Lead Art Director for Visa Promotional Campaigns; including partnerships with the NFL, Disney and Olympics, responsible for project management from concept to deliverables
- Concepted and designed award-winning integrated promotional marketing campaign for Symantec's partnership with the Hollywood movie *The DaVinci Code*
- Managed and ran large scale photo shoot for Visa's '50,000 Winners!' Holiday Promotion that included 8 main models, wardrobe, and hundreds of extras
- Conceptualized, wrote and designed 2006 Visa-NFL promotion campaign, and managed photo shoot that included NFL players
- Created Clorox BathWand and ShowerWand product launch campaign including print ads, direct mail packages, and in-store marketing and demos