



Jon Reil

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Creative Director

Creative Direction
Team Leadership
Digital Transformation
Strategic Planning
Marketing Strategy
UX/UI Optimization
Responsive Design
Mobile Applications
Website Conversion
Campaign Execution
Project Management
Content Management
Business Development
Lead Generation

Award-winning creative director with experience in creating, developing, scaling, and optimizing marketing solutions across a wide range of platforms. Have won over 40 awards including Cannes Lions, One Show Pencils, Clios, London Internationals, D&ADs, and Webbys, among others. Proven track record of creating digital content, and strategically moving from idea to execution with data-driven performance measurements.

Decisive leader with a proven ability to structure and launch leading-edge digital marketing strategies in support of growth targets, product development, and competitive advantage. Passionate design leader with comprehensive knowledge of user interface and human-centered design principles that create successful customer-focused experiences.

Change agent with exceptional communication skills, and success mobilizing teams to seamlessly combine branding, marketing, design, technology, and strategy. Unique ability to stretch the boundaries of design and digital storytelling to help brands stand out.

Experience

MULLENLOWE U.S., Boston, MA

2010 - 2017

Vice President, Creative Director

Provided digital and creative vision for a global creative agency that prides itself on having a challenger mindset.

- Directed teams ranging from four to 20+ people charged with developing digital marketing strategies across online advertising campaigns, web content development, brand activation, and social media integration.
- Partnered with multidisciplinary stakeholders including creative directors, producers, technical leads, and account teams to create innovative advertising experiences for an array of clients.
- Managed multiple projects simultaneously while prioritizing tasks based on client and agency needs; utilized analytics and a measured approach to optimize creative effectiveness.
- Developed, implemented, and optimized marketing campaigns across digital channels; oversaw the execution of campaigns that enhanced business value and maximized key performance metrics such as lead generation, impressions, SEO, click-through rate, conversions, and ROI.
- Inspired, motivated, and led junior creative staff; set priorities to emphasize innovation, execution, and development.

ISOBAR NORTH AMERICA, Watertown, MA

2008 - 2010

Digital Associate Creative Director

Member of the creative leadership team at an award-winning global full service digital marketing agency.

- Led the brand design and user experience for Nokia.com global e-commerce platform launch and adidas miCoach training system; oversaw hands-on execution of websites, personas, user journeys and interactive experiences for both clients.
- Created strategic road maps aligned with the company's digital goals; presented current state assessments, future state visions, creative direction, and resource requirements.
- Established new processes and procedures that streamlined communications across teams.
- Managed and mentored junior design team.

OUTSIGHT INTERACTIVE, Boston, MA

2006 - 2008

Digital Creative Director, Co-founder

Co-founded an interactive agency that offers leading-edge usable web design with smart, strategic development services.

- Delivered hands-on visual and user experience design for integrated digital solutions, online advertising campaigns, and web-based products.
- Launched integrated and targeted marketing programs to support new product development and business goals while elevating brand awareness.
- Delivered a wide range of content through multiple platforms.
- Structured governance processes for digital solutions and stakeholder engagement; developed an innovative creative environment based on challenging internal teams and clients for better work.

MINDSEYE TECHNOLOGIES, Boston, MA

2003 - 2006

Digital Creative Director

Created and executed digital marketing strategies at a Boston-based technology company.

- Managed 12+ member creative team spanning user experience, design, copy, video, and experiential teammates.
- Shaped creative vision for creative teams and processes.

PREVIOUS ROLES

McElroy Advertising - Interactive Art Director

Stamps.com - Art Director

Education

BROWN COLLEGE, Boston, MA

Associate of Science, Visual Communication - 1996

Certifications

STANFORD UNIVERSITY, Coursera

Human-Computer Interaction - Certificate - 2013

Awards & Accomplishments

Awards - Cannes Lions (6) | One Show Pencils (3) | D&AD (2) | Emmy Nomination (1) | Clio (1) | Webby (4) | ANDY Awards (1) Hatch (5) | MITX (6) | Communication Arts (2) | Awwwards (1) | FWA (1) | FWA Mobile (1) | London International Awards (2) User Experience Awards (1) | Google Creative Sandbox (1) | Adobe Cutting Edge Award (1) | Rosoff Awards (1) | Art Directors Club (1)

Selected Accomplishments

Killing Kennedy - <http://www.jonreil.com/portfolio/killing-kennedy/>

Visitors spent an average of 21 minutes on site | Used as a teaching tool in classrooms | Six Cannes Lions | One Show Gold Pencil Gold Clio | ANDY Shortlist | London International Awards Gold and Bronze | D&AD In Book Slice

Killing Lincoln - <http://www.jonreil.com/portfolio/killing-lincoln-2/>

Visitors spent an average of 45 minutes on site | Emmy Nomination | One Show Bronze Pencil

National Geographic Fish Tank Kings - <http://www.jonreil.com/portfolio/fish-tank-kings/>

6.7m impressions over the course of 12 hours | Ratings of the show went up 175% compared to the previous season

GoMo: A Google Initiative - <http://www.jonreil.com/portfolio/gomo-a-google-initiative-2/>

400,000 people participated | 100,000 websites tested | 500+ press mentions | 65,000 referrals
Mobilized 450+ small business websites in two days

Grain Foods Foundation Social Campaign #ilovebread - <http://www.jonreil.com/portfolio/grain-foods-foundation-ilovebread/>

1.7m views on YouTube & Facebook | 12 trade and social news outlets | 4.4M earned impressions