



JOEY DORAN.

CREATIVE (ART) DIRECTOR

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Meet Joey, a coffee lover, sports faker (go sports!) and number one fan of “gettin’ sh*t done”. With 12+ years of experience in the ad industry and startups being her specialty, she’s a true leader willing to roll up her sleeves to guide the team to bring ideas to life.

Most recently, Joey worked client-side and helped build an in-house marketing/creative department for Mahindra North America. While there, she led design initiatives, and the brand building of the ROXOR — a new-to-the-category off-road vehicle, derived from India’s version of the iconic Willys CJ. Joey not only developed the majority of creative from vision, to idea to final execution, but also created and lead the inner workings of a team capable of planning, conceptualizing and launching every piece of marketing — social media and creative content, CRM and Email marketing, B2B, Event, Sponsorship, Retail and Brand TV advertising—all with a limited budget.

EXPERIENCE.

Mahindra ROXOR • Auburn Hills, MI Creative Director • May 2019 - April 2023

Built and led a dynamic in-house agency, driving creative strategy and execution to establish brand awareness and recognition for Mahindra ROXOR.

- Led creative for ROXOR, pushing through the challenges of an upstart program while generating brand awareness and positioning for a product that didn’t fit neatly in a category.
- Strategised, designed and launched two new owned channels: Website, CRM/Email
- Art directed, designed, shot, edited and launched over a thousand pieces of work for ROXOR contributing to the brand’s visibility and sales growth
- Managed the brand’s presence during a product hiatus, achieving sustained monthly increases in brand awareness

OneMagnify • Detroit, MI Associate Creative Director • Aug 2015- May 2019

Guided cross-functional teams in creating persuasive advertising assets, and conceptual campaigns for diverse clients, including B2B brands such as McKesson, Syngenta, and Chemical Bank as well as Lincoln Motor Company

- Managed and directed a small team of interactive designers and writers to create communications, brand identities, and web platforms, and product dashboards that delivered the client’s message in the most persuasive manner possible.
- Played a key role in implementing initiatives to increase efficiency, and enhance the communication between project management and creative team

Cramer-Krasselt • Phoenix, AZ Senior Digital Art Director • Apr 2014 - Aug 2015

Responsible for art direction and conception of multiple digital & social campaigns for a wide- range of clients including MGM Grand Casino Resort, Monterey Visitors Bureau, Salt River Projects and Valley Toyota Dealers. Contributed to new business activities within the agency and was creative lead for the social team.

Fender • Scottsdale, AZ Senior Ui/UX • Nov 2013 - Apr 2014

Design lead and front-end developer for Fender.com. Responsible for designing and developing content for the website as well as conceiving and implementing social campaigns.

Santy Integrated • Phoenix, AZ Digital Art Director • Apr 2011 - Nov 2013

Worked with very nimble crew to not only deliver strategic design layouts but helped manage the day-to-day agency tasks such as timeline structuring and apprentice hiring and training. Day-to-Day included conception, designing and developing digital campaigns through web banners, websites, micro-sites, landing pages, mobile sites and facebook applications for fast-casual dining clients, and CPG brands.

EDUCATION.

Eastern Michigan University BFA • Graphic Design • Dec 2006

Designed newspaper ads and layout at collegiate newspaper “Eastern Echo”. Graduated with honors.

ALT-MBA Completion • March 2022 Completion of Seth Godin’s 31-day online leadership workshop.

Adobe Experience Summit Certification - 3 day course AEM

HIGHLIGHTS.

Social Media Week Speaker - Chicago

Spoke at social media week about social content creation in October 2014

Gold Addy Award MGM Grand Las Vegas • Party Penalty Social Media Campaign

Gold Addy Award Phoenix Mayor Tax Credit Program Print Campaign

Platinum Hermes Award McKesson “Answered by McKesson” 360 Campaign

Silver Addy Award Peter Piper Pizza • “Sponsored By Mom” TV Spot

Girls Who Code • Livonia, MI Co-Facilitator Helped facilitate the “Girls Who Code” Livonia, MI chapter in 2018.

- Microsoft Teams & OneDrive
- Production Coordination
- Web Design and Front-End HTML Development
- Email Marketing Design & Implementation
- Marketo & Mailchimp
- Asset Collection Direction

SKILLS.

- Creative Art Direction
- CRM Platform
- UX/UI
- Adobe Platform
- Figma (beginner)

- Event Planning/Marketing
- Social Content Creation
- Process Focused
- Stakeholder Presentations
- GTM Planning
- Creative Strategy