

Don Zegler

Collaborative brand steward

Confident project leader

Hands-on creator

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Chicago, Illinois

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[LinkedIn profile](#)

[Creative services portfolio](#)

[Cross-functional portfolio](#)

[YouTube channel](#)

SOFTWARE

- InDesign, Photoshop, Illustrator, and Experience Asset Manager
- Adobe Rush, Adobe Express
- Emma (Broadcast email)
- SimpleTexting (SMS texting)
- WordPress, SquareSpace, Sharepoint
- Microsoft Office Suite
- Hive, Teams Tasks (Project Management)

PROFESSIONAL SKILLS

- Strong written, verbal, and presentation skills.
- Collaborative with strong motivational leadership skills.
- Strong project management and attention to detail.
- Ability to work under tight deadlines and prioritize multiple responsibilities in a high volume, fast paced environment.

PROFILE SUMMARY

My mission is to develop strategic insights, inspire stakeholders, and confidently deliver clear and compelling brand guidance that amplifies business strategies.

WORK EXPERIENCE

DIRECTOR OF CREATIVE SERVICES 2018-PRESENT

Enlivant Senior Living - Chicago, Illinois

- Responsible for consistent application of the Enlivant brand across 216 individually branded senior living communities applied to assets for print and digital marketing channels including ads, flyers, direct mail, billboards, websites, landing pages, display ads, social media, email, and signage.
- Strategized integrated quarterly marketing campaigns and developed assets for print and digital marketing channels. The campaigns consistently increased brand awareness and engagement with the Q4 campaign returning increases of 33% lead to tour and 44% in Medical referrals compared to Q4 2021 and the second highest December off-line lead volume in company history.
- Provided support to the marketing team championing a strategic and innovative way to use the Enlivant brand to enhance a "welcome" email campaign to all new residents and families that generated a 13% increase in resident referrals and 21% increase in positive reviews on social media.
- Developed processes and identified opportunities to improve the consistency of brand across 200 individual community virtual tour videos produced in a three month period during the quarantine period of the COVID-19 pandemic.
- Teamed with executive leadership to provide clear and consistent guidance for the impactful use of the Enlivant brand for employee communications that emphasized corporate core values for annual themed Great Place To Work celebrations including 216 community event toolboxes incorporating branded posters, wearables, premiums and awards.
- Provided strategic and innovative ways to use the Enlivant brand to enhance brand engagement for an annual satisfaction survey incorporating direct mail, broadcast email, social media, video, and in-community promotion resulting in a 93% engagement rate.
- Oversaw project pipeline to guarantee that brand standards supported business strategies while simultaneously supporting budgeting, scheduling, resource allocation, vendor management, and quality control for 1,300+ projects yearly including high priority quarterly marketing campaigns, annual employee celebration events, and resident recipe contest events occurring simultaneously.

CHIEF CREATIVE OFFICER 2000-2018

Big Design - Chicago, Illinois

- Responsible for establishing the overall strategy, creative vision, and art direction for all assignments ensuring that design objectives are matched to strategic client intent.
- Vendor and talent recruiting, development and leadership.
- Engaged in supervisory and administrative work. Communication of strategic goals into actionable design solutions, established the conceptual and stylistic direction for staff and orchestration of their work.

EDUCATION

AMERICAN ACADEMY OF ART

Chicago, Illinois

BACHELORS OF ADVERTISING AND DESIGN