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Creative Director

Innovative design leader with experience developing and executing creative strategies to support business goals and brand image across multiple channels to ensure consistency. Lead the creation of integrated marketing and sales collateral to include digital and print productions, aligned with brand standards and guidelines to support various markets. Recruit, train and motivate high performing individuals and creative teams to deliver creative solutions.

Experience

S&P Global | Charlottesville, VA

2016 - 2017

Creative Director

Contributed to the rebrand of McGraw Hill Financial to S&P Global. Worked to unite the creative teams in four divisions of the company into one creative team. Directed in-house designers and external production designers ensuring brand consistency and adherence to the new design standards.

- Created and implemented a template system for HTML emails saving several hours of designer resources by allowing Marketers to quickly and efficiently create on-brand email communications.
- Instituted the chat application Slack, opening lines of communication while increasing productivity by 40% and team cohesion with in-house and remote designers.
- Managed external design vendors ensuring production level work was completed on budget and 100% on time.
- Established training sessions on the Marketo platform for both Marketers and Creative allowing for a greater number of internal experts on the platform and decreasing the amount of time for email and landing page creation from days to a matter of hours.
- Oversaw the adoption and application of a new template system for brochures and one-sheets ensuring consistency of the new brand.

SNL Financial | Charlottesville, VA

2005 - 2016

Creative Director | 2015 - 2016

As champion and gatekeeper of the SNL visual brand, managed the in-house Creative Department as well as external vendors and focused on projects that aligned SNL's visual aesthetic with its corporate goals and strategies.

- Introduced a set of visual brand standards leading to a more cohesive identity for the company across the industries and an increase in sales and name recognition.
- Guided an outside vendor with the redesign of the company's website ensuring consistency with the brand and introduced the designs to SNL's upper management.
- Moderated the integration of the SNL and S&P Capital IQ Creative teams ensuring timely completion of projects, merging of workflow systems, communication with internal clients and promoted team building.
- Audited the Marketing collateral and worked to eliminate unsuccessful or duplicated pieces from production, saving approximately \$10,000 per year in unnecessary printing costs.

Skills & Tools

- Creative Marketing
- Brand Management
- Project Management
- Campaign Development
- Mentoring and Coaching

Adobe Creative Cloud

- Photoshop
- InDesign
- Illustrator
- Acrobat
- Dreamweaver
 - After Effects
 - Premiere

Microsoft Office 365

- Word
- Powerpoint
- Outlook
 - Excel

- HTML/CSS
- HTML Email
- Marketo (Design Studio)
 - C-vent (Design Studio)
 - Bootstrap
 - Wordpress/PHP
 - Javascript

- Preparation for Digital and Offset Presses

- macOS
- Windows

Education

M.F.A. Illustration as Visual Essay
School of Visual Arts
New York, NY

B.F.A. Illustration
St. John's University
Jamaica, NY

- Led the Creative efforts for the release of the SNL Office product, coordinating the creation of user manuals, promotional collateral and materials for an external event and keynote speech.
- Oversaw the integration of infographics as a digital Marketing channel, increasing the click through rates for email and online ad promotions.

Creative Manager | 2011 - 2015

Maintained the corporate brand identity and visual image. Liaised with print vendors, negotiated prices and ordered inventory. Managed designers and interns and reviewed external design vendors.

- Assembled a team of designers to accommodate the significant Creative workload of the company allowing a higher volume of projects to be completed in a timely manner and saving approximately \$150,000 in outsourced Creative.
- Trained designers and marketers on the standards for HTML email, creating enhanced designed emails with higher open rates and greater numbers of conversion.
- Instituted a SharePoint project management solution allowing departments of the company more transparency into the Creative workload and streamlined the Creative department's workflow allowing for an increase in efficiency.
- Promoted the use of variable data printing, allowing for a more personalized message for print pieces and an increase in sales leads.

Senior Graphic Designer | 2009 - 2011

Lead and solo designer, directly executed design projects for marketing and other departments. Maintained relationships with external printing vendors.

- Researched the standards for HTML email, creating and tested templates allowing for email projects to remain in-house at a reduced cost.
- Negotiated with new and existing print vendors (both in the U.S. and abroad) to ensure printed collateral was a high quality and on budget.

Creative Associate | 2005 - 2009

Designed collateral material, posters, HTML emails, mini-sites, and advertisements for company website and publications. Reported to the Creative Manager.

- Introduced a new channel for marketing efforts by building the company's first micro-site, adding a new tool for gaining prospective clients.
- Enabled the Creative Department to handle digital projects by completing HTML emails, animated gifs and other digital assets, speeding up the workflow for digital pieces and allowing for web development to reallocate resources.

Additional Relevant Experience

Morgan & McHale, Co. | Melville, NY

Freelance Designer

Worked to create pieces for the company's flagship product, Hive Lip Balm. Built company website offering information on in-store and online purchasing options, leading to a noticeable increase in sales. Created a design system for the lip balm labels, boxes and counter displays, increasing brand awareness.

Teaching Experience

Piedmont Virginia Community College | Charlottesville, VA

2008 - Present

Workforce Services Instructor

Instructor for classes in InDesign, Photoshop and Illustrator. These one or two-day sessions are geared for professionals who need to learn the applications. Set the curriculum for the six classes balancing foundational instruction of the applications with real world projects to ensure students left the sessions with a solid knowledge of the programs.