

# COLIN BEAUCHEMIN

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## EXPERIENCE

### CREATIVE CONSULTANT

New York, New York | October 2018 through Present

Clients: Amazon, BENlabs, Google, Related Companies/Hudson Yards, Ralph Lauren, Robb Report, WWD

### CREATIVE DIRECTOR, LAUCHLAN

Exeter, New Hampshire | July 2015 through August 2018

Reporting to the CEO, Creative Director develops agency's initial pitch offerings and brand story which directly led to doubling revenue within 3 years. Recruits national design talent and successfully builds an award-winning team. Aligns creative functions and creates a system for producing multi-disciplinary creative work that supports strategic plans within a fast-paced marketing environment. Negotiates and manages all vendor and supplier relationships. Consistently leads agency's communication and presentation efforts with client-side C-level executives. Directs creative management and builds a strong incentive-based working environment that achieves average project profit margins of 45%.

Clients: Cisco, DellEMC, Hewlett Packard Enterprise, Red Hat

### BRAND DESIGN DIRECTOR, THE WALL STREET JOURNAL, DOW JONES

New York, New York | January 2014 through May 2015

Reporting to the Executive Creative Director, Brand Design Director establishes and maintains design standards across all marketing and advertising initiatives. Oversees daily operations of the creative services department to support global marketing programs. In partnership with senior Global Marketing leadership, manages all development, planning and execution of media facing communications. Innovates digital/mobile products to assist international sales organization. Creates design systems to enhance efficiency across the enterprise. Develops multi-channel platforms in response to needs of cross functional departments (Research, Product Marketing). Directs video and photoshoots.

Clients: Dow Jones, NewsCorp, The Wall Street Journal, WSJ Magazine

### CREATIVE DIRECTOR, TOWN&COUNTRY MAGAZINE, HEARST CORP.

New York, New York | July 2013 through January 2014

Reporting to the Publisher, Creative Director develops multi-platform, brand-focused marketing collateral. Job directives include rebranding the Town&Country title through new identity, collateral, and packaging. Manages all aspects of creative development, planning, execution and production. Drives collaborative efforts internally, crafting integrated client campaigns across all print, online and mobile platforms. Hires illustrators. Directs photoshoots. Brands luxury consumer events.

Clients: Bergdorf Goodman, Gucci, Harry Winston, Mercedes-Benz

### CREATIVE SERVICES DIRECTOR, ROBB REPORT MAGAZINE

New York, New York | October 2009 through July 2013

Reporting to the CEO and Publisher, Creative Director develops digital marketing and advertising programs for the brand. Responsible for the creation of sales and marketing collateral that support Robb Report's luxury categories. Acts as brand ambassador for all international editions. Oversees creative, user experience and technology teams. Responsible for managing product partners and advertising clients. Interacts directly with agencies, providing feedback, art direction, and brand guidance.

Clients: Audi, BMW, Bulgari, Glenfiddich, Lamborghini, Lexus, Patek Philippe, Tom Ford

### ART DIRECTOR, MARKETING, CURTCO MEDIA

New York, New York | October 2003 through September 2009

Titles include: Art & Antiques, Robb Report Motorcycling, ShowBoats International, Worth

Clients: AIG, Azimut Yachts, Citibank, Christie's, Ducati

### DESIGNER, CONDÉ NAST PUBLICATIONS

New York, New York | May 2002 through October 2003

Titles include: Bride's, Modern Bride, Modern Bride Connection

Clients: David's Bridal, Riedel, Vera Wang

### WEB DESIGNER, MERKLEY NEWMAN HARTY

New York, New York | August 2001 through April 2002

Clients: BMW motorcycles, Citi, Pfizer

### DESIGNER, BRAINGEM

Boston, Massachusetts | December 1999 through August 2001

Clients: BrandMuscle, TIBCO

## EDUCATION

1997. BS, Advertising Television/Radio. Roy H. Park School of Communications, Ithaca College