



# KYLE ROBERT TURNER

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## CREATIVE DIRECTOR

*Dynamic and innovative leader with extensive experience in abstracting business concepts and client needs into refined, elegant creative solutions, complemented by strong leadership skills and business acumen.*

Passionate about creating innovative brand identities and conceptualizing and producing engaging, high-quality, and original digital experiences. Creative leader with a proven track record in leading cross-functional teams to oversee creative campaigns and marketing projects from inception to successful completion within defined timeframes and budgetary constraints. Skilled in fostering and fortifying strong working relationships with internal/external stakeholders, C-suite executives, key clients, and creative partners. Articulate communicator with exceptional presentation and problem-solving skills. Adept at defining, meeting, and exceeding key design objectives whilst consistently delivering creative products, translating concepts to targeted audiences, and promoting company's vision and mission.

### AREA'S OF EXPERTISE

- Integrated Marketing
- Motion Design & Storyboarding
- Team Leadership & Development
- Multi-channel Communications Design
- Creative Direction
- Concept Generation
- Omni channel Marketing
- Client Satisfaction & Retention
- Integrated Marketing
- Motion Design & Storyboarding
- Team Leadership & Development
- Multi-channel Communications Design

2022 - PRESENT

#### Creative Director

*Bluestem Brands - Blair*

Supervise all operations of Creative Department, while overseeing a multi-professional team of designers, copywriters, and in-house photo studio crew. Direct creative process from concept to completion and translate marketing objectives into clear creative strategies. Coordinate with multidisciplinary project teams to ensure successful project execution and completion.

- Oversaw all aspects of re-branding and repositioning of Blair creative for a digital-first experience.
- Introduced Omni-channel approach to promote brand identity, drive sales, increase traffic, and integrate digital touchpoints.
- Demonstrated mentoring leadership style to encourage higher conceptual creative, self-empowerment, teamwork, and accountability among all team members.

2018 - 2022

#### Senior Art Director

*Blair Womenswear, Menswear, Scandia Woods, Old Pueblo Traders*

Oversaw conceptualization and production of both ECOM and Catalog advertising assets. Designed and developed new brand profiles for private labels. Coordinated with copywriters to promote brand's voice and build digital presence. Managed all processes associated with photoshoots, such as creating mood boards for each shoot season, determining shoot locations, scouting corresponding talent (e.g. models, photographers, stylists), and performing final selections of assets.

- Collaborated with Merchandising team to define and establish new brand standards for design and merchandise.
- Planned, managed, and coordinated location, ECOM, and studio photo shoot for both on-model and flat photography.
- Supervised all facets of conceptualization, development, and implementation of photographic assets for print and e-commerce across 4 different Brands.

### EDUCATION

2009 - 2012

**Masters of Fine Arts**  
Northern Illinois University

2007 - 2009

**Bachelors of Fine Arts**  
State University of New York, Fredonia

### SKILLS

Art Direction/Design



Typography



Adobe Creative Suite



Photo/Video Production

