

# JOEL BENAY

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## SUMMARY

**Creative Director.** Extensive experience marketing Fortune 500 brands. General Motors CRM, US Navy Recruiting and US Postal Service. Results-focused creative marketing professional with strengths in team building, graphic design and problem solving. Proactive leader with extensive background in creative communication and design. Proficient in leveraging creative development and brand building to promote agreed upon solutions. Adept at managing concurrent objectives to promote efficiency and influence positive outcomes.

## SKILLS

- InDesign, Illustrator, Photoshop, MS Office
- Expert knowledge of print production
- B2B
- Creative Direction
- CRM
- Lead by example
- Always do the right thing
- Transparent work place
- Direct Marketing
- POS
- Guest Lecturer for Direct Marketing Association of Detroit
- Trained in FranklinCovey "The 7 Habits of Highly Effective People"

## EXPERIENCE

Creative Strategist, CREATIVE STRATEGIST - ENTERTAINMENT, 2014-Current  
Detroit, Los Angeles, MI, CA

- Collaborating with Hollywood writer-producers, to create dynamic presentations for the packaging and sale of film and television properties.
- Designed creative package to sell the TV series WWIII with director Bryan Singer (X-Men) to Spike network, and Fear No Evil with director Mike Newell (Harry Potter & The Goblet of Fire) to FX.
- Created visuals to sell pitch for National Treasure 3, the third installment of the billion-dollar Disney motion picture franchise.

Sales, Multi Brand, SONIC / SERRA AUTOMOTIVE, 2010-2013  
Detroit, MI

- Responsible for leveraging automotive ad agency experience to market iconic luxury brands directly to the consumer.
- Applied comprehensive sales and marketing strategies including Digital, Direct, CRM and B2C, to surpass yearly sales goal, single-handedly generating \$4.8 million in revenues.
- Achieved "Mark of Excellence" award from General Motors.

Senior VP, Creative Director, LOWE CAMPBELL-EWALD, 1999-2010

Detroit, MI

- Led and inspired a staff of 25 team members, comprised of ACDs, art directors, writers and UX designers.
- Championed the creative direction of the GM Direct Mail Loyalty Program, generating an increase of 460,000 vehicles and \$11.5 billion in revenue within 12 months.
- Launched \$3.9 million marketing campaign for GM "UPromise" college savings program, generating a 6% increase in incremental sales of 27,500 vehicles.
- Led \$2.5 million marketing campaign of direct mail, dealer POS, print ads, on-campus print materials and website for "GM College Program" directed at college students, generating incremental sales of \$650 million on 35,000 vehicles.
- Directed the creation of the USPS Message Maker website, a turnkey interface empowering B2B clients to create customized, cost-efficient, branded communications, printing more than 100 million custom pieces.
- Managed complex GM mailings, tailored to as many as 43 variable cities, with distribution as wide as 18 million pieces.
- Invigorated US Navy recruitment campaign, achieving recruitment goals for 35 months straight.
- Led \$3.8 million Batman OnStar direct mail campaign, contributing to 43% increase in purchase of additional OnStar services.

## **EDUCATION AND TRAINING**

BFA

Advertising Design Communication, PRATT INSTITUTE, Brooklyn NY

## **MEMBERSHIP AND GROUPS**

Art & Design, Communication Arts, CPG Branding and Marketing Forum, DMI Design Management Institute, eMarketing Association, Network Experiential and Non-Traditional Marketing, Fuse: Design & Culture, Brand Identity, TED: Ideas Worth Spreading, Habitat For Humanity

## **AWARDS**

The Andy Awards, Art Direction Magazine, Creativity 35, Art Directors Club of New York, Caddy Awards, Caples Awards, CE Chairman's Award, David Ogilvy Gold Medallion, David Ogilvy Silver Medallion, DMAA Direct Mail Award, The ECHO Award, Effie Gold Award, Franklin Typography Award, Graphis Annual, Graphis Photo, Annual IMCA, International Typographic Assoc., Lindenmeyer Paper Library of Ideas, Marketing Effectiveness, AME Awards, Mobius Awards, New York Festival, The One Show, Print Magazine, Smithsonian Permanent Collection, Target Awards, William A. Robinson Best Promotion of the Year