

Wes Childers

1863 Whitebark Ave
North Augusta, SC 29841
(706) 877-4743
weschilders@gmail.com
portfolio.weschilders.com

Professional Summary

Over 25 years of experience leading teams and working on design, marketing, and websites for business, non-profits, higher education, CPG, direct-to-consumer and B2B brands. I enjoy the ever-changing nature of design and advertising and thrive in an environment where I can creatively solve marketing challenges. I've had success on both in-house marketing teams and in agency environments. I'm open to remote, hybrid or in-office opportunities.

Experience

APRIL 2023 - NOVEMBER 2023

OrganiCare – *Creative Director*

Responsible for leading the creative direction, graphic design and development of all brand experiences across multiple platforms, including DTC website, mobile, digital marketplace channels, Amazon, and in-store packaging. Owned the process of unifying and clarifying a disparate brand landscape into an identifiable family of products.

- Worked with the marketing team to strategize, plan, and execute all creative for marketing campaigns across CRM, email, paid and organic social channels.
- Partnered with CRO agency to identify, test, and optimize brand scaling opportunities on the DTC e-commerce channel.
- Responsible for creating and maintaining a vision for OrganiCare's products and branding. Shaping brand standards and creating procedures to ensure all creative is brand appropriate.
- Prepared optimized image assets for online marketplaces and Shopify e-commerce platform.
- Designed and created landing pages to support paid and email marketing campaign efforts.
- Designed email marketing assets in Figma and built out responsive campaigns in Klaviyo's WYSIWYG builder.

AUGUST 2017 - APRIL 2023

Wier / Stewart – *Interactive Director*

Responsible for owning and leading all website design and development projects for agency clients. Developed thoughtful and effective web strategies, wireframes, development plans, and ideas. Collaborated closely with interactive, account management, creative and media team members to ensure client and agency objectives were met.

- Developed a recurring hosting and maintenance product offering that grew to be one of the top ten agency revenue streams.
- Lead all interactive client presentations and handled client communications when appropriate.
- Managed a team of designers and developers.

- Proactively communicated recommendations, risks, and solutions, while educating the internal team and clients about new interactive trends and processes.
- Part of the agency leadership team responsible for enhancing product quality, achieving financial goals, fostering team growth, promoting the agency's brand, conducting performance reviews, and resolving issues collaboratively.

FEBRUARY 2009 - AUGUST 2017

Augusta Sportswear Brands – *Director of Creative Services*

Managed an in-house team of designers that supported the marketing departments of three national brands. All marketing materials, emails, catalogs, website graphics, photography, video, and any external-facing collateral was managed and created by this team. Responsible for establishing and maintaining the brand standards across all mediums and marketing channels.

- Brought the three brand's catalog design and production in-house after previously using three different outside agencies.
- Lowered catalog printing and fulfillment costs by over \$250K a year by working directly with a paper supplier and new printing vendors.
- Moved product photography in-house and directed the build out of a studio space that saved the company over \$100K a year and enabled a shorter product marketing timeline.
- Partnered with IT and Development teams to provide the guidance needed to refine e-commerce UI/UX, which drove the website's sales share from 33% to over 53%.

NOVEMBER 2000 - DECEMBER 2008

Edge Media – *Art Director*

Established the graphic and visual design of all projects. Edge Media's small full-time staff and a wide variety of projects allowed for eight years of hands-on training and experience in everything from pre-production planning and art direction to camera operation and sound recording.

- Supported post-production by editing video programs, creating motion graphics, designing and authoring DVDs, and preparing videos for web delivery..
- Designed and developed websites for agency clients.

Education

SEPTEMBER 1996 - DECEMBER 2000

University of South Carolina Aiken – *Bachelor of Arts, Fine Arts (Graphic Design Concentration)*

- Graduated Summa Cum Laude

Skills

Professional

Creative Direction, Project Management, Graphic Design, Web Design, UI/UX, Motion Graphics, Video Editing, Responsive Email Design and Development, Image Optimization, SEO, WCAG & ADA Compliance

Technical

Adobe Creative Suite, Photoshop, Illustrator, Sketch, Figma, HTML, CSS, SASS, Wordpress, Email Marketing Platforms: MailChimp, HubSpot, Klaviyo and Salesforce, E-commerce platforms: Shopify, WooCommerce and Magento

Awards

- 2022 Judges Choice Website - American Advertising Federation Awards, Augusta Chapter
- 2021 Integrated Media Corporate Social Responsibility Campaign: Gold, Best In Show Digital, and Best In Show Overall - American Advertising Federation Awards, Augusta Chapter
- 2020 Consumer Website: Silver - American Advertising Federation Awards, Augusta Chapter
- 2000 South Carolina Press Association, Best Website

Volunteer Experience

- American Advertising Federation Augusta Chapter, *Board Member*
JUNE 2019 - PRESENT
- Westobou, *Board Treasurer*
JANUARY 2023 - PRESENT
- Trellis Coffee Bar, *Advisory Board Member*
MAY 2023 - PRESENT