

DEFINE DEPLOY DESTROY

Drew Dougherty *Creative Brand Director*

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WITH OVER
TWENTY YEARS
EXPERIENCE
IN-HOUSE,
CLIENT-SIDE,
AD AGENCY,
DESIGN STUDIO
&
CONSULTING
GLOBALLY.

Let's define a brand's complex culture and unearth their unique story to resonate at all touch points, transcend popular media, inspire teams, retailers and customers and holistically evolve. Let's fire on all cylinders.

In addition to my extensive active-outdoor lifestyle brand experience, I've worked with consumer technology, sports, motorsports, fashion, foods, beverages, spirits, health and wellness and nutritional supplements.

I have been a guest & speaker at the University of Texas, Savanna College of Art and Design, Laguna College of Art and Design, Chapman University and have been interviewed on NPR's MarketPlace.

I am an avid surfer, mountain biker, homebrewer, weekend surfboard and fin shaper, dad, husband, dog and turtle owner, composter and backyard farmer.



My Portfolio: www.brandingbycontext.com



BXC INC., Dana Point, CA. Branding & Strategic Creative Director, Founder. 2005 – Present

Collaborated directly with multi-national clients and marketing partners to develop product branding, campaign strategies, identity systems and media content. Help brands maintain consistent branding creative initiatives; strategies, identities, logos, corporate look and feel, trend and mood boards, naming, websites, product retail packaging, consumer catalogs, product graphics, trade show booths, event activation assets, social media content, banner ads, print and digital campaigns, UI/UX and print. I create and manage budgets, schedules, contracts, copy and design teams, vendors and contractors.

Past & Present Clients: OneBlade Razor, Mountain High Resorts, PacSun, Kelly Slater's Komunity Project, Giro Snow & Cycling, Callaway Golf, McDavid Sports, Felt Bikes, Camelbak, Patagonia, O'Neill Europe, Boost Mobile, Nixon Watches, LKQ Automotive, Beach Bunny Swimwear, 18/8 Men's Salons, Basic Research Nutrition, Taco Bell, Mattel, Hasbro, Mophie, Jaybird Audio, Foam Magazine, Klean Kanteen, Tepui Tents and more.

LET ME BRAG A LITTLE:

- Rossignol/Felt Bikes 360 GTM plan - 2018
- Agency for Mountain High Resorts 17/18 Season
- Rebranded 18/8 Men's Salons Franchise
- Rebranded San Clemente's Surf Museum (SHACC)
- Launched Kelly Slater's Komunity Projects accessories brand with Quiksilver
- Launch of BSX Endurance sports training device
- Created brand system for Jennifer Lopez's BodyLab Supplements with Basic Research
- Brand Launch of Cuponk (ball-pong) for Hasbro
- Designed Global Packaging system for Gyro Helmets, Eyewear and Shoes
- Acquired over 100 clients since 2005
- Produced over 450 individual projects



O'Neill INC., Santa Cruz, CA. Global Creative Director, Inhouse Agency Manager. 1999 – 2005

Guided the in-house advertising department of this global apparel and sporting goods brand. Collaborated with international and domestic marketing, product development and sales managers on all branding and communications projects, including international advertising, global website, media planning, retailer and sales programs, and events. Responsible for the development and deployment of their global branding strategy, corporate look & feel and all advertising and marketing campaigns. Manager responsibilities included; budgeting, reports, technology updates, weekly meetings, annual performance reviews and hiring. Inhouse agency produced annually 3 trade events, 4 sales catalogs, athlete and product videos, 1 activation/competitive event and over 40 unique ads. Created an in-house web-based project management system, licensee and retailer creative assets tools and a CRM and marketing research database that collected consumer input from over 10,000 confirmed users.

BEST JOB EVER:

- Helped initiate and deploy global rebrand program with David Aker's Profit Strategy Group
- Created Look and Feel, Identity Guidelines and Global Brand Charter
- Built global website and licensee asset site with custom CRM and e-commerce functions
- Produced 5 years of international ad campaigns, catalogs, trade shows for multiple sports
- Planned and launched the 50th anniversary activations
- Launch the first US branded retail store
- Guided inhouse creative agency including web developers & graphic designers
- Corporate Liaison for global marketing managers and outside agency partners



Y&R/SicolaMartin, Austin, TX. Senior Art Director/Designer, Interactive & Print. 1996 – 1999

Tech focused corporate advertising and marketing agency. Created and presented interactive and print campaigns, identity systems, look and feel, branding DNA, websites, e-commerce, graphic design and packaging for the booming '90s tech industry. Developed web-architectures, mapping, site frames and GUI (UI/UX). Managed junior design and developer/production teams and worked directly with V.P. project managers, senior creative directors, clients, mar-comm executives and account sales teams.

Agency Accounts: Motorola, IBM, Citrix, Tunes.com, Ichat and Discgear.

WORK WAS GOOD. FOOD WAS BETTER:

- Worked directly with international tech clients
- Managed my first creative team
- Worked directly with digital programmers
- Developed my first Brand DNA strategy with the consumer product brand Discgear
- Designed and deployed first e-commerce site
- Won several Gold and Silver Addy awards for Packaging and Identity Design

SKILLS PAY BILLS:

Global Brand Experienced, Senior Manager and Leader, Brand Positioning, Identity & Strategy, Brand Advocate and Presenter, Department Work-flow, Vendor Relations, Talent & Ad Agency Vetting, Photo/Video Producer & Contract Negotiation, Budgeting, Estimating, Writing & Defining Project Briefs, RFP's, Digital and print Production, Database including mysql, PHP etc. Product Development, Merchandising and Consumer Research, Collaborator and Presenter to Stake Holders and Upper Management, International Travel, US Passport Current. Tactical, Fearless, Forward Thinking.