



# JUSTIN ALEXANDER GOODE

WWW.GOODJUSTIN.COM

## CONTACT:

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## PROFILE:

Creative Director with two decades of omnichannel marketing experience in both agency and in-house settings. Highly motivated collaborator and leader. A passion for creating positive work environments that foster growth for the employees and company while achieving top-to-bottom line results. History of creating collateral and experiences in digital marketing, experiential events, dynamic mobile applications, AI optimization, publishing, strategy, presentations, and social media optimization.

## APPLICATIONS:



### Creative Software

- Adobe InDesign:** Expert knowledge of InDesign, print and digital design, multi-page layout design, pre-press management, Adobe PDF output/editing, print layout, style sheets, guides
- Adobe Photoshop:** Expert knowledge of Photoshop, photo manipulation/correction, file output, and motion graphics
- Adobe Illustrator:** Expert knowledge of Illustrator and vector file types
- Premiere Pro, After Effects & Animate:** Proficient knowledge in creating branded ads, videos, presentations, and procuring professional videographers.
- Canva:** Expert in templates and brand standards

### Website Development

- HTML & CSS, JS:** Responsive design, JavaScript, analytics, and database management
- Wordpress:** Expert knowledge of custom websites, themes, hosting, plugins
- Google analytics:** Proven history of creating websites, incorporating and analyzing behavioral analytics
- Figma:** UX/UI experience optimizing engagement, conversion, and targeted media ROI

### Microsoft Suite

- Word, PowerPoint, Excel:** Expert

### Google Suite

- Sheets, Docs, and Slides:** Proficient

### CRM & Email Software

- Salesforce, Hubspot, Zoho, Monday.com, Mailchimp, Microsoft Dynamics, Constant Contact, SendGrid**

### AI Creation/Optimization

- ChatGPT, Google AI:** Experience in generative AI, optimization of content and art support

## QUALIFICATIONS:

- Accomplished Creative Director with a proven track record of developing and executing successful omnichannel creative strategies and collateral across a breadth of industries.
- Extensive experience in leading and inspiring cross-functional teams, fostering collaboration, and driving creativity and innovation.
- Demonstrated ability to manage complex projects from concept to completion. The strength to bring best-in-class brand experiences and engaging brand storytelling, while ensuring adherence to brand guidelines and delivering exceptional results within budget and timeline constraints.
- Deep understanding of market trends, consumer behavior, and emerging technologies, enabling the creation of impactful cutting-edge designs.
- Excellent communication, collaborative spirit, and strong presentation skills, with the ability to effectively articulate ideas, influence stakeholders, and build lasting client relationships.

## ACHIEVEMENTS:



- Certificate in Creative Writing**  
World-renowned University of Iowa Writers' Workshop
- Adobe Certifications** Ascend's 'Advanced Photoshop' and 'Web Development'
- National Gold Award of Excellence** Scholastic Art Awards, award exhibited at the New York Museum of Art and the Washington D.C. Corcoran Gallery of Art
- Pacemaker Award for Excellence**  
Journalism, photography, and design for *The Daily Iowan*
- 2019 Best Online Advertising**  
Digital design, Boston Whaler Inc., "Prospecting Campaign"
- 2020 Neptune Design Award** 'Print advertising, Email Marketing, Integrated Marketing and Online Advertising for Client Campaigns' (Boston Whaler, SeaRay yachts)

## EDUCATION:

**College:** University of Iowa | Years: 2002-2006 | Degree: Bachelor of Fine Arts  
**High School:** Clarinda High School, IA | Years: 1998-2002 | Diploma: Yes

## CLIENTS:



- Canadian Solar
  - Longi Solar
  - Mission Solar
    - mSolar
    - Sunpower
- Beko Appliances
- Big Tex Trailers
- Boston Whaler
- Bristol Cabinetry
- Employers Insurance
  - Fisher & Paykel
    - Glenfiddich
- Hyundai Translead
  - Larson Boats
  - Lund Boats
- Oxford Capital Group
- Palm Beach Motor Yachts
  - PJ Trailers
- Precast Concrete Institute
  - SeaRay Boats
    - TexTrail
  - V Collective
- Best of Chicago
- Bulliet Bourbon
- Chicago Blackhawks
  - Chicago Cubs
- Chicago Field Museum
  - Chicago Food & WineFestival
  - CiROC Vodka
  - Johnnie Walker
- Museum Science & Industry
- Naperville Magazine
- Iowa Hawkeye Athletics
- University of Iowa

## WORK EXPERIENCE:



### CREATIVE DIRECTOR

INXEPTION | Cupertino, CA | August 2022 - October 2023

- Developed and executed creative strategies across multiple channels, including digital, print, and social media.
- Collaborated closely with clients to understand their vision, objectives, and target audience, translating them into innovative design solutions that effectively communicated their brand message.
- Managed the entire creative process, from concept development to final production, ensuring high-quality deliverables that met or exceeded client expectations.
- Oversaw the creation and implementation of brand guidelines, ensuring consistency and maintaining brand integrity across all internal and external communication collateral.
- Conducted regular performance evaluations, provided constructive feedback, and identified opportunities for professional growth and development within the team.

### ART DIRECTOR

DINO MARKETING GROUP | Chicago, IL | March 2016 - August 2022

- Managed accounts and creative concepts for various advertising campaigns, designing product launches, and marketing collateral, consistently delivering compelling designs that drove brand awareness and customer engagement.
- Collaborated with cross-functional teams, including copywriters, designers, and marketers, to ensure seamless integration of visual and verbal elements.
- Conducted market research and competitive analysis to stay informed of industry trends, emerging technologies, and design best practices, incorporating them into creative strategies.
- Managed multiple projects simultaneously, prioritized tasks, and allocated resources effectively to meet deadlines and exceed client expectations.
- Built and maintained strong client relationships, fostering trust and confidence in the agency's creative capabilities.

### ART DIRECTOR & WEB DEVELOPER

CHICAGO MAGAZINE (TRIBUNE COMPANY) | Chicago, IL | January 2011 - March 2016

- Developed strategic partnerships with clients such as Bulleit Bourbon, Tanqueray, Ciroc, Johnnie Walker, and prominent museums in the Chicago area.
- Led the creative direction, design, and development of print and digital assets, including advertisements, websites, and promotional materials.
- Managed a team of designers and developers to ensure timely delivery of high-quality projects.

### GRAPHIC DESIGNER

CHICAGO TRIBUNE | Tribune Tower & Oak Brook, IL | July 2007 - January 2011

- Worked on various client partnerships, including the Museum of Science and Industry, Northwest Memorial Hospital, and Chicago Gourmet.
- Created compelling visual designs for print and digital media, including advertisements, brochures, and event materials.
- Collaborated with cross-functional teams to meet client needs and maintain the highest standards of design excellence.

### GRAPHIC EDITOR & DESIGN MANAGER

THE DAILY IOWAN | Iowa City, IA | June 2004 - May 2007

- Oversaw the graphic design department, managing a team of designers and ensuring the production of high-quality visuals for the newspaper.
- Led the redesign of the publication. Team won the prestigious Pacemaker Award for excellence in journalism, photography, and design.



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