

Dennis Shamblin

Creative Director
Graphic Designer
Brand Builder



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Website

ShamblinCreative.com

Summary

With over 15 years of hands-on design experience, I've worked in agencies and with in-house marketing departments, overseeing creative, production, and management duties for a plethora of digital and print projects.

I've built entire creative teams for both marketing agencies and multi-national corporations, developing and maintaining brand identity across a wide variety of materials while producing highly successful print and digital brand experiences. I bring with me an instructor's-level understanding of design and collaboration tools, hardware, and software, from Adobe to Zoom.

Experience

2003 - Present
Shamblin Creative
San Diego, CA

Creative Director - Owner

Providing creative services such as art direction, graphic design, and production for a diverse group of clients and brands.

Key Projects

Apple – Partnered with the MARCOM team to localize graphics for product launches seen by millions of people in the India and Middle East markets.

Youngevity – Increased attendance by 20% (year-over-year) and awareness of new brands by designing, developing, and producing themed trade shows.

Otterbox / LifeProof – Devised and developed all digital promotional assets for the LifeProof brand. Enabled the transition from San Diego to Colorado under new ownership by OtterBox. Enhanced business growth by devising and implementing long-form promotional sales campaigns.

Vivitar/Olevia – Delivered exceptional support in rebranding of Vivitar cameras and Olivia televisions by designing new packaging and sales materials which helped bring the brands into new outlets, like Target and Costco with dramatically increased sales.

2019 - 2021
Altium
La Jolla, CA

Creative Director – Brand

Designed and produced award-winning campaigns, driving robust brand identity and awareness of the most used electronics design software in the world.

Key Achievements

- Produced and branded the Altium Stories YouTube video series that garnered more subscriptions in one year than the company's active corporate video channel had in its entire existence.
- Devised a campaign to increase diversity in hiring that created a cultural shift within the company to be more inclusive of women and people of color.
- Named and branded the new education division of Altium which saw increased subscriptions that doubled month over month.
- Branded an industry changing division of Altium that made waves and drove an increase in the company's value.

Experience

2013 - 2016

i.d.e.a. Brand Marketing Agency
San Diego, CA

Creative Studio Manager – Design and Production

Supervised and managed the creative workflow and production of the award-winning brand marketing agency.

Key Achievements

- Successfully expanded the studio into a team of efficient and well-trained artists and produced award-winning marketing campaigns.
- Produced highly effective outdoor and experiential graphics featured nationally in highly trafficked transportation hubs.
- Led, trained, and mentored production designers, creatives, and project managers, enabling them to produce highly effective and successful marketing campaigns.
- Collaborated with the entire team of agency creatives, producing dozens of successful client pitch campaigns and repeatedly winning new accounts.

2001 - 2005

Valvoline – Eagle One Brand
Carlsbad, CA

Creative Manager – Graphic Design Services

Designed, developed, managed, and produced all marketing materials, packaging, and advertising for one of the world's most successful car care brands.

Key Achievements

- Realigned messaging and packaging to be consistent and on-brand helping to generate 26 million in sales with a limited advertising/marketing budget.
- Hired and rebuilt the Creative Services department for the “Eagle One” brand after the company was purchased by Valvoline.
- Selected the advertising agency of record and produced the first national advertising campaign for the brand, enabling it to move into new retail outlets, such as Target and Walmart, significantly increasing both brand and product awareness.

Expertise

- Creative Direction – Art & Design
- Campaign Planning & Organization
- Innovative Thinking & Storytelling
- Digital & Print Advertising/Production
- Market Research & Analysis
- UX & UI Design
- Graphic Design – Branding & Packaging
- Business Development
- Creative Analysis & Interpretation
- Team Leadership & Development
- Creative Operations Management
- Product & Service Marketing

Software Skills

- Adobe Creative Suite
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe XD
- Asana
- Microsoft Office
- Microsoft Word
- Microsoft PowerPoint
- Apple Keynote
- Figma
- Wix

Education

Journalism | Glendale College
