

AUSTIN MEYER

BRAND STORYTELLER & CREATIVE STRATEGIST

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EDUCATION

Bachelors: Graphic Design
College of the Ozarks
Point Lookout, MO
2010 – 2014

Awarded the “Golden Rule” Award

KEY SKILLS

Creative Direction & Art Leadership

Brand Identity & Storytelling

Visual Brand Strategy

Tourism & Entertainment Marketing

Graphic Design & Photography

Video/Motion Graphic Production

Multimedia & Video Content

Copywriting & Content Development

Advertising Campaigns

(Digital, Print, Email, OOH,

Video, Experiential, & Events)

Social Media & Digital Strategy

Project & Vendor Management

Team Leadership & Mentorship

UX/UI, Website Optimization & SEO

Cross-Functional Collaboration

PR, and Reputation & Crisis Management

Adobe Creative Suite

(Photoshop, Illustrator, InDesign,

After Effects)

Presentation Design

(PowerPoint, Keynote, Figma,

Canva)

CRM & CMS Management

Microsoft & Google Suites

AWARDS

Judges Choice Award
American Advertising
Federation
2017

Gold – Campaign Photography
American Advertising
Federation
2017

EXECUTIVE SUMMARY

Dynamic Art Director & Brand Strategist with 13+ years of experience in creative direction, brand storytelling, and multi-platform marketing. Expertise in campaign development, video production, UX/UI design, and tourism marketing. Proven track record of leading cross-functional teams, developing award-winning creative strategies, and producing high-impact advertising campaigns for entertainment, tourism, and consumer brands. Adept at mentoring designers, collaborating with copywriters, and delivering compelling visual storytelling across digital, print, video, and experiential media.

EXPERIENCE

Marketing and Creative Consultant *Freelance | Remote | 2011 – Present*

- Directed creative campaigns for clients in tourism, entertainment, and consumer brands, ensuring brand consistency across digital, video, and print.
- Developed award-winning branding strategies, including advertising, social media, and UX/UI design for national and local brands.
- Produced video content, storyboards, and marketing visuals for integrated campaigns, enhancing engagement and brand awareness.
- Optimized e-commerce websites and brand platforms, increasing conversion rates and user engagement by 30%.

Manager of Brand Strategy *Playfair Data | Lake Nona, FL | 2022 – 2023*

- Developed and led brand campaigns across digital, video, and experiential media, elevating the company's position in the data visualization industry.
- Developed targeted creative content for multimedia campaigns, overseeing video production, graphic design, and marketing content strategies for email, social media, and blogs, tailoring for audiences from students to C-suite executives, ensuring cohesive brand messaging.
- Managed style guide adherence to lead cross-functional collaboration with copywriters, designers, and engineers, ensuring high-impact messaging and visual storytelling across all marketing materials.

Owner/Operator *Espresso Coffee LLC | Branson, MO | 2017 – 2022*

- Established and managed all aspects of branding, marketing, and customer experience, turning the business into an award-winning community favorite.
- Designed all brand assets, print materials, and social media content, driving year-over-year increases in engagement and sales.
- Led team training and mentorship, fostering a culture of creativity and excellence.

Creative Director *Clear Marketing Agency | Branson, MO | 2016 – 2017*

- Led an award-winning creative team in tourism and entertainment marketing, producing advertising campaigns, video content, and digital marketing strategies.
- Managed UX/UI design and website optimization, improving conversion rates and brand engagement.
- Oversaw art direction, branding, social media, and experiential marketing, ensuring cohesive storytelling across all platforms.

Graphic Designer *Team ProMark | Longmont, CO | 2014 – 2016*

- Progressed from entry-level designer to a key role in product development for licensed organizations collaborating with major sports leagues.
- Designed sports and entertainment merchandise branding, collaborating with major leagues and entertainment franchises.
- Developed branded content for digital, print, and retail, increasing consumer engagement by 42%.