



TIM ZUELLIG

résumé

contact me:

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PROFESSIONAL SUMMARY

Full-Stack Creative Director with deep eCommerce experience, Interactive Technology Expertise, and Digital and Integrated Marketing Leader for over 20 years, leading – from initial concept through development and execution – integrated B2C or B2B communication campaigns and identity. I help define, design, promote, market, and sell build brand trust using all available channels. Cross functional team building and management.

Work Experience

YARDMAX® Power Products Inc.

Sr. Creative Director and Brand Design Director, 01/2019 – 07/2021

Roselle, IL

Guided the development and evolution of the brand, voice, and creative strategies in order to create an amazing experience across every channel for three brands (YARDMAX®, SHOPMAX®, and Full Boar). See yardmax.com and shopmax.com.

- Saved the company \$650K in the first year by bringing all design, marketing, and advertising in house
- Created and managed the entire shopper experience on retailer websites, including creation of all customer-facing content, with e-commerce oversight of product onboarding through invoicing
- Created and managed all online campaigns on Amazon, including featured products, search results, and sponsored ads, resulting in a record-high ROI for campaigns
- Created and produced all content, including marketing/advertising, for sales on all retail sites, supporting \$27.5M sales (2020)
- Work closely with multidisciplinary teams during OEM product development and bringing to market
- Led multi-disciplinary teams in all aspects of e-commerce development
- Designed and built proprietary review system to solicit, receive, and curate product reviews
- Oversee and respond to negative customer reviews and questions on all retailer websites and social
- Help design and influence the product user experience and product development, and for developing new brands with oversight on user-centered design
- Recruit and manage small in-house team and outside multi-disciplinary teams
- Re-wrote and edited all product manuals to be more customer friendly
- Introducing product assembly and repair videos to post on YouTube channel, to help customers with common issues with their machines (assembly, commonly-breaking parts, etc.)

Set up and managed all Yardmax products online at Amazon, Home Depot, Lowe's, Walmart, Tractor Supply, and many others; also sold in brick-and-mortar locations throughout the U.S. Involved in leading the end-user experience through all brand touch points, including product design, e-commerce integrations, marketing collateral, online communication for customer service. Actively involved in the design of new brands and product lines, and the marketing initiatives in place to promote those brands and products. Assist in transactional and fulfillment integrations from sale to delivery.

YARDMAX® Power Products Inc.

Creative Director and Digital Marketing Manager, 01/2017 – 01/2019

Roselle, IL

Designed and developed original e-commerce site for all products and launched in first 4 months. Created and directed the design and development of all creative materials – digital, print, motion, and social media – for YARDMAX (the company), and Yardmax product line (36 products and growing). Create and maintain the brand presence on all online channels. Create all product information (from user manuals to hang tags to

packaging design and social media and online presence), and oversee how the brand is presented to the public across all web presences, including the flagship website, e-commerce retail, online storefront, and social media. Began doing the same for two other upcoming brands (ShopMax™ and Full Boar).

OneTouchPoint, *Creative Director*, 04/2014 – 01/2016

Locations nationwide

Provided user-centered, hands-on Creative Direction for clients, and worked closely with multi-disciplinary teams and client contacts to maintain existing partnerships or create/expand new business partnerships. Built and led the creative department and directed all outside resources. Directed all the creative work coming out of the Comm Group: fully integrated marketing and advertising campaigns, television ads, radio spots, interactive media, traditional print media, video, app design and development, and social campaigns.

Wolters Kluwer Tax & Accounting, *Internet Design Group Manager*, Contract , 02/2013 – 11/2013

Riverwoods, IL

Oversaw design and development of all Internet-related materials, including banner ads, email campaigns, social media, microsites, landing pages, and major product websites. Directed a staff of 5 designers and worked with developers and multi-disciplinary departments and contractors for company-wide websites. Designed and oversaw the launch of salestax.com website.

Contract Work: Redbox, Allscripts, Chicago Tribune, Furst Person, and many others

Chicago, IL area

Services/Work Completed: Website design, Mobile/Tablet app design, print design, UI/UX design, email design, development of the above mentioned interactive work

No Ink, Inc., *Principal + Creative Director*, 3/1996 – present

Chicago, IL, and Everywhere

Services/Work Completed: Websites, motion graphics, interactive, print, identity campaigns, Internet-related marketing and advertising materials, interactive design and programming.

Professional Career Skills & Experience

- Deep understanding of marketing technology and how different platforms drive the ideal digital experience for customers
- Well versed in customer journeys, road mapping, KPI development
- Creative Leadership over internal and external cross functional teams
- Unsurpassed communication skills – verbal, written, technical, and presentation
- Success creating engaging user experiences and managing customer journeys
- Hands-on continued execution of projects from conception through completion
- Extensive hands-on CMS, CRM systems development and leadership
- Design, setup, and management of brand presence and product line data, with oversight of transactions and fulfillment processes
- Proven expertise in design, creative branding across all deliverable media outlets & formats
- Expert in the design and implementation of social networking/marketing programs, Internet advertising & marketing, and online learning & education programs
- Excellent presentation skills, presenting and pitching to clients and audiences
- Great people-management and coaching skills
- Ability to create budgets, guide creative staff through the entire creative development process, and work as the point person that communicates to the client, the account staff, and the production team

EDUCATION

Michigan Technological University, Houghton, MI
M.S. Rhetoric and Technical Communication, 1991

Michigan Technological University, Houghton, MI
B.S. Biological Sciences, and Secondary Education Teaching Certification, 1988

PROFESSIONAL REFERENCES

JUSTIN CARLSON

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