

# Rodd Isberto

## VP, Executive Creative Director

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Experienced creative director with 20+ years in the advertising / design industry, with experience on both agency and client side, specializing in leading creative teams. Most recently, achieved a 40% increase in client assignments in 6 months, significantly boosting brand activation projects. Skilled in using analytics to creative strategies and ROI.

## Work Experience

### VP, Executive Creative Director

Oct 2023 - Jun 2024

Auctus X | Bloomington

Oversaw the revamp of our agency Brand Identity, improving brand consistency across all channels and enhancing our overall brand image

- Responsible for creative leadership and creative direction at AuctusX, an experiential agency based in Minneapolis, MN
- Led the team in concept development processes to create innovative and effective marketing campaigns
- Applied strong Client Management skills to collaborate effectively with clients, interpreting their vision into innovative and impactful campaigns
- Within the first 90 days as ECD, I introduced and executed project management processes to organize creative workflow. Implemented project management tool via Jotform mobile app and online forms, while project tracking and timeline management was facilitated through Monday.com
- Updated the agency new business materials and pitched brand activation concepts that resulted in assignments from several new clients-Jackson Hewitt, Holiday World, Little Debbie Snacks and Bubblr within six months.
- Increased Jackson Hewitt's social media engagement by crafting and executing a dynamic brand activation strategy, resulting in a 20% increase in engagement and a 15% growth in follower base during two month brand activation tour.

**Area Manager**

Aug 2020 - Jun 2023

Amazon, LLC | Minneapolis

- Area Manager responsible for the inbound and outbound processes that support
- e-commerce fulfillment specific to the Amazon Online Fresh brand. This role required leading teams to deliver online fulfillment, positive brand experiences and internal communications projects. I managed and supported a scalable team of 25 Amazon Flex Associates, including an Associate Site Manager for Amazon Fresh
- Implemented associate workflow processes that increased outbound productivity by 10% MOM.
- Conducted employee engagement to improve morale and implemented an incentive program that increased associate UPH by 15% over three months.

**Creative Director**

Sep 2017 - Jul 2018

Minnesota Twins Baseball Team | Minneapolis

- As creative director, I launched the brand campaign, This Is How We Base Ball, and led
- the creation of an in-house agency for the Minnesota Twins Baseball Team
- Updated in-house video commercial production process for content creation, broadcast production, and social media content.
- Responsible all brand marketing, promotional, transactional advertising, collateral, digital, and direct response materials for the Minnesota Twins Baseball Team

**Director, Creative**

Feb 2014 - Mar 2016

Duluth Trading Company | Madison

Led a 25-person creative department for a workwear/lifestyle brand. I was responsible for the overall creative department management and creative direction of omnichannel marketing-includes all promotional and lifestyle marketing, brand collateral, digital, and direct response materials. Worked with cross-functional partners to ensure high quality, conceptual and strategic direction with marketing, merchandising, visual design, product design, consumer insights, video production, digital media and interactive design teams. Managed a team responsible for the design and execution of effective Email Marketing campaigns that significantly boosted customer engagement

- Introduced the seasonal campaign process to maximize efficiencies and produce marketing campaigns that were strategically based on sales metrics and product performance. Concepted monthly catalog cover art and themes.
- Updated the style and processes for on-figure and e-commerce photography. Directed the creation of an in-house product photography studio for a more streamlined and nimble photo approach.
- Managed creative budget-expanded the roster of creative talent and photographers to allow for more creative collaboration and creative options.
- A member of the leadership team that helped grow the Duluth brand from three stores and a distribution center to over twenty stores and three distribution warehouses nationwide.

**VP Creative**  
Macy's | Minneapolis

Oct 2007 - May 2008

- Led a team of designers through the creative process, resulting in innovative and effective design solutions
- My key responsibilities were : The management of a \$27.7 million advertising and marketing budget.
- The overhaul of project management processes that streamlined workflow, and opened channels for collaboration between creative, marketing planning, and merchants.
- Consolidated direct response budget to create M, a fashion magazine with complete with editorial content and merchant funded feature stories. Brands featured were : Chevrolet, Martha Stewart, Ralph Lauren, Calvin Klein, DKNY
- Led concepting on creative Holiday campaign featuring a Chicago State St. holiday tree designed and lit by Martha Stewart.
- Created an integrated Back to School Campaign with a budget less than \$100K, that featured cinema content, a talent contest, and customer testimonials.

**VP, Group Creative Director**  
Campbell Mithun | Minneapolis

Jan 2005 - Jul 2007

During my tenure as Vice President, Group Creative Director and member of the agency leadership team at Campbell Mithun, Minneapolis, part of the Interpublic Group of Companies, billings and revenue were up 5% to \$1.16 billion and \$116 million.

- My responsibilities were : The overall creative direction and management of a creative group responsible for clients : Hefty, Wonder Bread, Thrivent Financial for Lutherans, Fresca, Land O'Lakes Butter. My group was responsible for Print, Broadcast, Collateral, Web, and Non-Traditional creative for each client.
- Lead Creative on Nexxus Salon Hair Care and The Hartford integrated brand campaigns.
- The Nexxus Brand Campaign generated additional assignments from Nexxus and resulted in an increase of \$50 million in client spending.
- Mentorship and training of junior creatives.
- Recruiter, Mentor, and Member of the Selection Committee for The Campbell-Mithun College Internship Program.

## **Art Supervisor/Senior Art Director**

Jul 2000 - Nov 2003

Leo Burnett | Chicago

During my tenure at Leo Burnett, I gained experience on the following brands : Allstate, Nintendo of America, McDonald's, Motorola, Procter & Gamble, Coca Cola, and Morgan Stanley

- I conceptualized and produced the broadcast campaign that launched the Nintendo Game Boy Advance.
- The launch spot was a finalist at the 2002 Cannes International Advertising Festival
- Led a design team in creating visually impactful materials, harnessing extensive Design Experience to meet and exceed client expectations

## **Art Director**

Aug 1994 - Jul 2000

Ogilvy | New York

- During my tenure at Ogilvy & Mather, I gained experience on the following brands : Kodak, Hershey's, Reese's Peanut Butter Cups, U.S. Satellite Broadcasting, GTE, Ryder Integrated Logistics, Kimberly Clark, Swatch USA, Jaguar, American Express, Miller Lite
- A career highlight during my stint at Ogilvy & Mather was conceptualizing and producing an integrated brand campaign for American Express. The foundation of the \$45 million campaign to launch Blue from American Express was rooted in Ogilvy's concept of 360 Degree Brand Stewardship, which is defined as a willingness to use the broadest array of tools and techniques to understand, develop and enhance the relationship between a consumer and a brand. The campaign involved television, print, and subway advertising, as well as event marketing.

## **Core Skills**

Adobe Creative Suite-inDesign, Photoshop, Illustrator, Product Launches, Digital Content, Promotional Campaigns, Style Guides, Packaging Design, Color Theory, Typography, Photography, Creative Services, Fine arts, Ecommerce, Creative Work, Web Design, Strategic Design, Retail Design, Graphic Arts, Motion Design, Art Direction, Brand Strategy, Design Systems, Design Thinking, Client Focused, can manage multiple projects, can manage work flow, Integrated Marketing, Attention to detail, creative across marketing channels, Inclusive, Ability to Prioritize, Innovative thinking, Coaching and Mentorship Skills, Enthusiastic, Insightful, Thoughtful, Collaborative leader, Excel, Premiere, After Effects, Graphic Design, Canva, Microsoft Office Suite, Digital Marketing , Staff Management, Brand Positioning Strategies, Brand Standards, Marketing Operations, Computer Skills, Motivated, Able To Multitask, OneDrive

## **Education**

**University of Texas at Austin**

**Bachelor of Arts** | Communications