



## About Me

I am an agency professional, specializing in creative direction, brand marketing and storytelling, strategy development, and agency operations and management. I have more than 15 years of experience in institutional business-to-consumer brand marketing within the college/university, technology/biotech, healthcare, and financial industries.

I adamantly believe that brands are valuable business assets. They are organic, complex, and ultimately drive most every initiative within the organization. A strong, compelling brand ensures messages are visible, promises are real, and values are clearly understood at all times.

As co-developer of the Brand Leadership Program, a brand development process, I believe that vibrant, successful brands are driven by the very top echelons of an organization downward throughout the entire organization. They are then pushed outward through all the key brand touch points to external audiences.

The Brand Leadership Program is comprised of the following nine steps:

1. Brand discovery exercise
2. Brand positioning
3. Key messaging
4. Brand architecture
5. Brand archetypes
6. Customer journey
7. Brand audit
8. Naming/visual ID
9. Brand steering

Learn more about my *Brand Leadership Program* by clicking [this](#).

VISIT WEBSITE

### Recent ADDY Awards

#### Years 2009 - 2014

- (4) Best of Show
- (1) Mosaic Award
- (10) Gold Award
- (14) Silver Award

### Key Client Sampling

- Purdue Research Foundation, Research Parks, and Office of Technology Commercialization
- Purdue College of Engineering
- Purdue College of Pharmacy
- Purdue Healthcare Advisors
- Purdue's Krannert School of Management
- Purdue Athletics (football, men's/womens basketball)
- Blichmann Engineering
- Cook General Biotech
- First Merchants Corporation – Bank, Insurance, and Trust Divisions
- Franciscan St. Elizabeth Regional Health

## Key Areas of Expertise

- **Agency Operations** –10+ years in project estimating, budgeting, project/production management, and client services.
- **Agency Management** –10+ years recruiting, overseeing, and developing agency talent, consisting of graphic designers, web designers/developers/programmers, copywriters, and video/multimedia specialists.
- **Creative Direction** –10+ years leading creative teams in multimedia brand campaigns from creative strategy to concept development and through final execution.
- **Strategic Brand Marketing** –10+ years leading businesses in strategic branding initiatives, including discovery, positioning, architecture, customer journey, key messaging, story curation, naming, and visual ID.
- **Strategy Development** –10+ years experience developing strategy for client proposals, campaign creative, inbound marketing, and interactive/web applications.
- **Production Management** –10+ years of production and project management to ensure the highest levels of accountability, productivity, communication, and stewardship are maintained.
- **Writing & Editing** –15+ years writing strategic proposals, as well as writing/editing copy for traditional, video, and electronic media, including story curation and script development.
- **Visual Design** –10+ years of graphic design and art direction experience in developing brand visuals and client campaigns.
- **Client Services** –10+ years in providing new business development, account management, and client services, including client presentations and daily account oversight.

### Proficiencies

#### Software

- Adobe Creative Suite
- Microsoft Office
- Clients & Profits
- Basecamp & Trello

#### Platforms

- Mac
- Windows

### Community Involvement

- **Boys & Girls Club of Lafayette** - board member
- **Purdue International Friendship Program** - international student host
- **Salt & Light Christian Fellowship** - international student mentor

## Work Experience

January 2015 – present

**Earl Borron Creative Brand Marketing | Athens, Ga.**

*Brand/Marketing Consultant*

As a freelance brand and marketing consultant, I lead clients to build more compelling brands and empower them to communicate it with authenticity and purpose. I craft creative strategies and leads creative teams to develop brand visuals, messaging, stories, and customer engagements to create memorable brand experiences across all key media touch points.

2004—Dec. 2014

**Dearing Group | West Lafayette, Ind.**

*Vice President and Creative Director*

As vice president and creative director, I was responsible for creative direction, brand development, digital engagement, and agency operations/management at Dearing Group, a full-service marketing, brand, and advertising agency in West Lafayette, Indiana (formally known as HM+C).

As a seasoned creative, brand, and marketing professional, I led creative teams through hundreds of campaigns and marketing projects that have resulted in numerous creative and industry-specific awards on behalf of the agency's higher education, healthcare, and financial industry.

After more than 15 years of service and leadership, I stepped down from this position at Dearing Group in December, 2014 to facilitate my wife's new faculty position at the University of Georgia and embark on a new career journey to Athens, Georgia.

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2000—2004

**HM+C | West Lafayette, Ind.** *(now known as Dearing Group)*

*Art Director*

As art director, I was responsible for strategic and creative concept development, visual brand design, and content curation on behalf of the agency's largest clients. I also developed the winning concept, creative direction, and creative pitch that led to landing the agency's largest client (at that time). I also won numerous creative and industry specific awards on behalf of the agency's higher education, healthcare, and financial clients.

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1998—2000

**Purdue Federal Credit Union | West Lafayette, Ind.**

*Marketing Manager*

As marketing manager, I was responsible for developing marketing strategy, visual brand design, collateral development, content curation, product development, database marketing, and the daily management of the marketing department for a prominent credit union based out of West Lafayette.

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1991–1998

**STAR Financial Group | Ft. Wayne, Ind.**

*Marketing Specialist*

As marketing specialist I was responsible for visual design, marketing strategy, content curation, and collateral development for an Indiana-based financial holding company's banking, insurance, and trust divisions.

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1989–1991

**CVS Systems, Inc. | Marion, Ind.**

*Marketing Coordinator*

As marketing coordinator, I was responsible for visual design, marketing strategy, content curation, and collateral development for a consumer electronics and satellite television distributorship with clients throughout the Midwest.

## Education

1985–1989

**Purdue University | West Lafayette, Ind.**

*B.A. in Communications*