

MICHAEL MCFARLAND

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BRAND STRATEGY & CREATIVE DIRECTION

I've spent 20+ years building brands.

I uncover core truths about who companies are or aspire to be, then craft the strategy and visuals that bring them to life across every channel.



WORK EXPERIENCE

2022 - 2026

CREATIVE DIRECTOR

at INT Inc.

📍 Remote

- Led brand strategy for corporate client rebrands, from in-depth discovery through multi-channel rollout.
- Conceived and executed a full internal rebrand, carrying the new identity across website, trade shows, apparel, motion graphics, video, mascot, social, and document templates.
- Established a new Creative department, building the processes and standards behind every client's brand work.
- Directed the creative for all client marketing campaigns, keeping brands cohesive across print, digital, video, and live events.

2013 - 2022

SENIOR BUILD MANAGER (*Web & Brand Marketing*)

at Sales Renewal Corporation

📍 Remote

- Managed visual development of client campaigns (websites, logos, print), plus SEO and analytics for multiple clients.
- Built and ran project schedules, coordinating subcontractors and leading weekly status meetings.
- Oversaw design and ongoing maintenance of multiple WordPress sites.

2007 - 2013

ART DIRECTOR

at DesignMonkey, Ltd.

📍 Cleveland, OH

- Consulted with clients to define objectives and brand direction, then managed accounts within budget and schedule, presenting layouts and handling revisions.
- Created custom illustrations and graphics; coordinated and negotiated specs and pricing with printers and vendors.

2005 - 2007

WEB DESIGNER

at WKSU-FM

📍 Kent, OH

- Designed, built, and maintained station websites using Photoshop, HTML, and PHP.



EDUCATION

2002 - 2007

VISUAL COMMUNICATION DESIGN B.F.A.

at Kent State University

📍 Kent, OH



TOOLS & SKILLS

DESIGN

Photoshop, Illustrator, InDesign, After Effects, Premiere, Figma, XD, SketchUp

WEB

WordPress, HTML/CSS/PHP/JavaScript, responsive design, HubSpot

OTHER

Brand strategy, logo/identity, packaging, Asana/Basecamp/Teamwork/Trello