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

JUL 2022 - OCT 2026

CREATIVE DIRECTOR
at INT Inc. — Remote

- Led brand strategy for 12 corporate client rebrands, from stakeholder discovery and positioning through multi-channel rollout.
- Conceived and executed INT's full internal rebrand across web, trade shows, apparel, motion, video, presentations, mascot, social, and document templates.
- Founded and led the Creative department, building the workflows, brand standards, and guidelines behind all client work.
- Directed creative for all client marketing campaigns, keeping brand consistent across print, digital, video, and live events.

APR 2013 - MAY 2022

SENIOR BUILD MANAGER *(Web & Brand Marketing)*
at Sales Renewal Corporation — Remote

- Directed visual development and brand execution for client campaigns (websites, logos, print) for 30+ clients.
- Oversaw design and ongoing development of multiple WordPress sites, from concept through launch and maintenance.
- Managed project schedules, subcontractors, and weekly status meetings, delivering client projects on schedule.

JUN 2007 - MAR 2013

ART DIRECTOR
at DesignMonkey, Ltd. — Cleveland, OH

- Collaborated with clients to define objectives and brand direction, then designed identities, layouts, and custom illustration within budget and schedule.
- Managed client accounts, presentations, and revisions, and negotiated with vendors to maximize impact per client dollar.

SEPT 2005 - MAY 2007

WEB DESIGNER
at WKSU-FM — Kent, OH

- Built and maintained the websites for a public radio station with 100,000+ weekly listeners, using Photoshop, HTML, and PHP.

EDUCATION

JUN 2002 - MAY 2007

VISUAL COMMUNICATION DESIGN B.F.A.
at Kent State University — Kent, OH

TOOLS & SKILLS

BRAND
Brand strategy, identity and logo design, packaging, campaign direction

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

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

PROCESS
Asana, Basecamp, Teamwork, Trello