ALEX DILLAHAY
Creative Director
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PROFESSIONAL EXPERIENCE

TES Marketing (now CFI), Joplin, MO – *Creative Director*

NOVEMBER 2018 – FEBRUARY 2023

- Served as creative director for in-house marketing agency servicing 6 sister companies with combined revenue of $1.7 billion.
- Managed projects for and mentored a team of 12 marketing associates across multiple disciplines including graphic design, photography, videography, content writing, web design, and social media content strategy.
- Designed, developed, and managed new visual brand identities for 4 distinct corporate brands and built custom brand standard sites for each.
- Coordinated design, development, and maintenance of 8 corporate websites focused on recruitment and sales.
- Communicated with executive stakeholders to compile business requirements.
- Introduced agile development process for streamlining workflow and increasing productivity.

Contract Freighters Inc., Joplin, MO – *UI/UX Architect*

JULY 2000 - NOVEMBER 2018

- Led design and development of revolutionary in-house shipment pricing application which increased productivity and accuracy of pricing team by 200%.
- Coordinated and performed research, design, and development of responsive, interactive web applications supporting 3000+ corporate employees and contractors.
- Full stack development including organizing back-end development team; building SQL queries, AJAX scripting, and API calls; and coding browser-based user interfaces in HTML5, CSS3, and JavaScript.
- Trained and mentored junior designers and developers.
- Developed style guides and coding standards for creating cleaner, more readable code base.

EDUCATION

Missouri Southern State University, Joplin, MO - *Bachelor of Science*
Graduated Summa Cum Laude with a degree in Computer Science and a minor in Math.

SKILLS

- Adobe Creative Suite
- Branding & Identity
- Art Direction
- Graphic Design
- Responsive Web Design
- Web Development
- Creative Strategy
- Agile Methodologies
- Communication
- Management
- Mentorship
- Collaboration