

# David Bird

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## CREATIVE MARKETING | GRAPHIC DESIGN | BRAND MARKETING

Accomplished and results-driven professional with successful track record developing and executing creative marketing strategies that deliver increased sales and improve company performance. Outstanding communication, analytical, strategic, and creative skills. ***Proven expertise in:***

- Content Creation
- Graphic Design
- Brand Positioning
- Media Relations
- Digital Marketing
- Market Research
- Website Management & Redesign
- Consumer Communications
- Event Management
- E-commerce Websites
- Advertising Campaigns
- SEO

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## PROFESSIONAL EXPERIENCE

Blue Wing Creative – Chandler, AZ

**Chief Creative Officer**, 2014 to Present

Provide full range of creative marketing expertise and consulting for clients across wide range of industries. Develop and manage content, design graphics for digital and print media, and oversee brand development and marketing.

***Key Contributions:***

- Directed all aspects of graphic design, content management, and brand development for multiple clients, including Howard Air, Bakko Industries, Dandurand Distributing, Handymate Tools, Sprowls & Company, and Ace Asphalt of Arizona, Inc.
- Achieved \$450k increase in profitability within three years for well-respected livestock care product brand in United States in collaboration with sales force by repositioning brand and increasing brand awareness.
- Developed identity and branding for product manufacturer in construction industry.
- Directed SEO, content management, and sales and inventory tracking for e-commerce website of distributor containing more than 150 agricultural products.
- Enhanced strategy of preventative maintenance plans for highly-rated HVAC company.

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