

JASON PRIBBLE

CREATIVE DIRECTOR | BRAND STRATEGY | CREATIVE OPERATIONS

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PROFESSIONAL SUMMARY

Creative leader with 20 years of experience translating business goals into brand strategy, visual storytelling, digital experiences, and integrated marketing creative. Led an in-house marketing team supporting a parent company and seven subsidiary brands, with responsibility for creative direction, team development, cross-functional collaboration, vendor management, and an annual marketing budget averaging \$1.5M. Combines hands-on design and digital expertise with strategic planning, creative project management, and a focus on consistent brand experiences and measurable business outcomes.

CORE CREATIVE & LEADERSHIP SKILLS

Creative Direction & Art Direction • Brand Strategy & Brand Identity Systems • Creative Team Leadership & Mentoring • Integrated Campaign Development • Creative Operations & Workflow Management • Digital Experience & UX/UI • Website Strategy, Design & Redesign • Content Strategy & Visual Storytelling • Print, Digital & Product Marketing Collateral • Trade Show & Experiential Creative • Budget, Vendor & Freelancer Management • Cross-Functional & Executive Collaboration • Lead Generation & Marketing Automation • Project Prioritization & Resource Planning

PROFESSIONAL EXPERIENCE

KEENE, INCORPORATED | Marketing Manager | Creative Direction & Brand Leadership | August 2023–November 2026

Led in-house marketing and creative services for a building-products manufacturer's parent company and seven subsidiary brands.

- Led and developed a four-person team spanning web development/SEO, digital marketing, and graphic design; partnered with an architectural outreach manager and coordinated specialist freelancers.
- Set creative direction and brand standards across product literature, sales enablement, websites, trade show exhibits, social media, SEO, paid search, email marketing, and lead-generation campaigns.
- Managed an annual marketing budget averaging approximately \$1.5M, aligning creative and marketing investment with brand priorities, industry events, associations, inbound campaigns, and sales needs.
- Led or directed three full website redesigns and two partial redesigns, improving user experience and access to product information and architectural specification resources.
- Improved lead capture through landing pages, contact forms, and Salesforce CRM workflows; website traffic, inbound leads, and architectural specifications increased year over year.
- Strengthened creative operations, team output, collateral workflows, promotional-item ordering, and trade show strategies across the brand portfolio.

APX DESIGN, LLC | Founder & Creative Director | 2017–Present | Full-time, 2017–2023

Built and operated an independent creative practice delivering brand, web, and marketing solutions for clients across industries.

- Led client engagements from discovery and brand positioning through creative concept development, visual identity, website design and development, and final delivery.
- Created brand identities, logos, visual systems, business and e-commerce websites, digital marketing assets, and print collateral tailored to client audiences and business goals.
- Translated client objectives into cohesive brand storytelling and practical digital experiences; built long-term relationships through responsive collaboration, referrals, and repeat engagements.

LEGACY BUSINESS CULTURES | Creative Director | May 2012–February 2017

- Helped shape a corporate identity and full rebrand, extending the visual system across websites, marketing materials, books, workbooks, and digital learning products.
- Designed and supported corporate websites, blogs, an e-learning platform, and UX wireframes for the my Legacy Mobile app.
- Redesigned digital experiences; respectfulworkplace.com page views tripled and legacycultures.com traffic increased 10× following redesign work.
- Collaborated with the CEO and clients to develop online training products; training materials received an average feedback rating of 4.8/5.

LAS VEGAS MOTOR SPEEDWAY | Graphic Designer | 2011–2012

- Created digital marketing, print collateral, and large-format outdoor signage to support promotional campaigns and event marketing.

LAS VEGAS REVIEW-JOURNAL | Advertising & Digital Media Designer | 2007–2011

- Designed print and online advertising, custom WordPress websites, HTML email and newsletter templates, digital banners, and video content for retail and national accounts.
- Led the publication's first digital media design team, producing interactive games, videos, illustrations, and presentations for sales rallies.
- Promoted to Graphic Design Specialist within the first year to support Southeast and Central retail advertising teams.

SWAINSTON MIDDLE SCHOOL | Art Teacher | 2004–2007

- Taught visual arts history and technique to grades 6–8; developed lesson plans and applied public speaking, classroom management, and budget-management skills.

TOOLS & TECHNICAL SKILLS

Adobe Creative Suite (Photoshop, Illustrator, InDesign) • WordPress • HTML/CSS • UI/UX & Wireframing • Google Analytics • Email Marketing • Mailchimp • Adobe XD • Video Editing • E-learning Design

EDUCATION

Master's Degree, Art Education | Ursuline College | 2002–2003

Bachelor's Degree, Graphic Design | The Art Institute of Las Vegas | 2004–2007

Bachelor's Degree, Psychology | Miami University, Oxford, Ohio | 1997–2001