



# Patrick Rutherford

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CREATIVE & MARKETING LEADER • BUSINESS TRANSFORMATION • DIGITAL STRATEGY • BRAND DEVELOPMENT

## About

A forward-thinking **Creative/Communications Executive** showcasing 20+ years developing and implementing innovative, high-impact brand marketing/communications strategies to exceed initiatives and increase brand awareness in collaboration with high-level executives and creative teams.

## Highlights & Accomplishments

- **Proven track record establishing and maintaining a consistent and compelling brand vision** while aligning marketing efforts with overall strategic goals.
- **Motivational, inclusive leader experienced building and guiding high-performing global teams of 30+** with \$3.5M budgets, 5 vendors, and \$75M in annual revenues.
- **Out-of-the-box thinker committed to building successful brands** and driving sales, renewal, and retention via inspiring campaigns, programs, and materials.
- **Exceptional tenure** resulting in numerous promotions.

## Skills

Strategic Planning/Visioning • Brand Awareness • Process/Program Development • Campaign Creation/Management  
Marketing/Communications Strategies • Executive Leadership • Audience Engagement • Project Management

## Work Experience

### Seed Company / VP. Global Brand & Creative

May 2018 – Present (5yrs, 4 months) Arlington, TX

- **Promoted to positions of increasing authority and responsibility** due to exemplary performance and strong management abilities.
- **Build and structure a growing department of 30 employees with large budgets across 6 multi-disciplined teams**, including film, design, marketing, digital, writing and editing, product design, and UX.
- **Direct 6 creative and marketing teams through design-led methodologies to meet organizational needs and exceed business goals.**
- **Set and maintain appropriate departmental goals and cross-disciplinary budgets while building and maintaining cross-domain processes and reporting structures to enable continuous growth.**
- **Serve as a visionary and develop a comprehensive strategy for large cross-organization digitization efforts for multitiered reporting products, resulting in a 300% increase in investor reporting.**
- **Design a white-labeled experience automating and digitizing the investor-facing communications across the brand/partnering brands**, offering the capacity to transition from yearly to quarterly reporting.
- **Create strategic multi-cross-discipline processes and incorporate innovative project management strategies**, building four multi-disciplinary “squads” focusing on multi-audiences and strategic business goals, **resulting in continuous on-time and under-budget deliveries.**
- **Implement key Digital Asset Management (DAM) systems and processes between marketing, creative, and sales and internal/external partners and vendors, contributing to consistent brand communications and a notable decrease in requests across creative, marketing, and writing teams.**
- **Hire and collaborate with numerous significant marketing/advertising agencies and film production groups**, leading the creative vision and directing large projects through to completion.
- **Spearhead the vision for a new digital revenue stream, leading to 1,700+ potential high-worth investors in 2 months.**

### ID90Travel / Creative Director

March 2017 – March 2018 (1 yr) Southlake, TX

- **Guided the company through the ideation of creative material branding and strategy** by mentoring and motivating marketing, development, and sales team members.
  - Served as UX Director throughout the design of the company's mobile app, **creating seamless experiences for all services while earning a 4.0+ rating in both the Apple App Store and Android Store.**
  - Directed a significant portion of projects in the hospitality space, creating numerous B2C and B2B campaigns and projects internally and for key clients, including United Airlines and Hawaiian Airlines.
  - Collaborated with client and marketing team members to create commercials, **hiring outside talent to provide specialized products and services to meet growing needs.**
  - Partnered with vendors on the creation and distribution of print collateral, focusing on monitoring and managing high-level budgets.
  - Simplified the account sign-up process, **resulting in a significant increase in new account sign-ups.**
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### TONIC3 / Sr. Lead UX Designer / Creative Lead

January 2016 – March 2017 (1 yr, 2 mos) Lewisville, TX

- Managed project scopes, developed timelines and milestones, aligned designers as resources for multiple projects, **and presented products and product phases to 75+% of the company's clients.**
  - Partnered with the CEO, Accounts Director, and UX Director to create internal print and digital collateral.
  - Created innovative prototypes, documented user testing sessions, and developed user flows, journey maps, and design system guides for key clients.
  - **Demonstrated thought leadership for best practices** and gained a full understanding of trending technology and design innovation.
  - Provided expertise in all stages of digital design and art direction, from conception through product launch.
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### HCK2 / Sr. Interactive Art Director

April 2015 – December 2015 (8 mos) Addison, TX

- Directed a diverse team of creative professionals through UI, UX, print, and interactive design projects for a variety of business clients, **generating a high client satisfaction rating.**
- Managed the production of print, broadcast, and interactive design elements while assisting the Creative Director in **achieving on-time, high-quality completion.**
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- Developed and presented projects to clients, **contributing to new account revenue.**
- **Mentored a small group of designers and copywriters** in their professional development, industry best practices, and client engagement to positively impact performance.
- Created cutting-edge interfaces, designs, and information architectures for websites and mobile applications through a user-centered design process by constructing screen flows, prototypes, mockups, and wireframes.

### Ivie Inc / Sr. Creative / Digital UI, UX

February 2012 – April 2015 (3 yrs, 2 mos) Flower Mound, TX

- Led a team of cross-functional professionals through creative direction and art direction of various projects, **presenting high-quality deliverables to clients.**
- Served as the Art Director of the broadcast team to **lead and manage storyboarding, directing, and filming of internal and client commercials.**
- Strategically planned, implemented, and delivered the best creative solutions on time and above expectations.
- **Created the overall vision and creative direction for marketing and sales collateral**, including web and exhibition design, interactive design, and customer presentations.
- Conceptualized and established the image of the company by creating engaging marketing materials.

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### STYLEMARK / Lead Digital Designer UI, UX

November 2010 – February 2012 (1 yr, 3 mos) Dallas, TX

- Created and maintained websites as the lead digital designer across eight brands, partnering with the Creative Director in developing a print and digital design to plan, manage, and execute all deliverables.
- Developed print and digital experiences for a diverse collection of client companies, **complying with each company's individual design requirements and regulations.**
- Offered outstanding services to a wide array of prestigious clients such as **Disney, Marvel, Reebok, Nickelodeon, SeaWorld, Columbia, and Polaroid.**

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### Rutherfordphoto / Photographer, Creative Director

2006 - 2011 (5 yrs) Dallas, TX

- Directed and performed photoshoots for high-profile record labels, magazines, and advertising and digital marketing companies with a **high satisfaction rating.**
- Retained a friendly and professional demeanor when interacting directly with clients on a daily basis, **continually meeting client needs and timelines while delivering a top-notch product.**
- Created company campaigns and marketing strategies for print, social media, and digital marketing, **greatly boosting brand awareness.**

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### Honors & Awards

AAF Addy Award, American Advertising Federation: 2016

Humanities Division Award, Texas A&M University-Commerce: 2005

Billy Bird Memorial Scholarship, Texas A&M University-Commerce: 2003

### Community Engagement

Messaging & Marketing Board Member, Illuminations

Communications Team Member/Worship Leader, The Village Church: 2012 – Present

Marketing Director, PBN Radio: 2005 – Present

Den Leader/Camp Out Coordinator, Boy Scouts of America: 2017 – Present