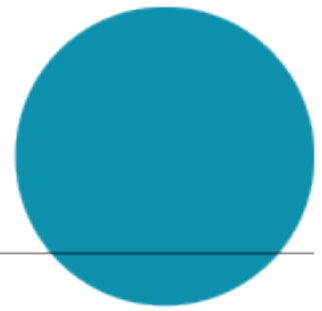


Dean D. Hunt

Creative | Compassionate | Strategic Thinker



Contact



[LinkedIn Profile](#)



616-690-3505



dean-hunt@comcast.net

Skills

- New Business Design/Development
- Merchandising/Marketing Strategies
- Budget Planning/Execution
- Campaign Concept/Development
- Brand Development
- Brand/Style Guide Development
- Team Development/Mentoring
- Social Media Strategies/Content
- UI/UX Design
- Print/Digital Design
- Photographer/Stylist Collaboration

Software Primary

- Adobe Creative Suite
- Figma
- Microsoft Office Suite
- Slack
- Trello
- WordPress
- Hootsuite

Education

BACHELOR DEGREE

VISUAL COMMUNICATIONS

Kendall College of Art & Design

MINOR DEGREE

ILLUSTRATION

Kendall College of Art & Design

ASSOCIATES DEGREE

GENERAL STUDIES

Lansing Community College

Interests

- Spending time with friends and family
- Creating and viewing artwork
- Watching and playing sports
- Fashion

About

Dynamic and thought-driven leader with the ability to guide creative teams and drive innovative design solutions. Passionate about leveraging new technologies to push creative boundaries and deliver impactful results. Experienced in new business design and development, marketing strategies, merchandising, and photography.

Career

ENTREPRENEURIAL CAREER STAGE

Wisck | Owner/Operator | 2019 - Present

Designed, developed and launched an augmented reality platform that brings digital components to life in the real world.

- Business planning
- Brand building
- App and website design
- UX/UI design
- Social media implementation.
- Conducted business planning
- Capital raising efforts

Level 13 | Owner/Operator | 2017 - 2020

Branding and marketing agency that handled efforts for new and existing businesses.

- Brand building
- Social media implementation.
- Identity creation
- Digital design - websites, emails, social content, etc.
- Print design - brochures, signs, billboards, flyers, stationery, etc.
- Outside agency contractor

CORPORATE CAREER STAGE

SpartanNash | Creative Director | 2013 - 2017

National fortune 400 grocer with 5 different store banners totaling 147. Supplies groceries to over 1900 independent grocers.

- Created the brand guidelines for SpartanNash and sub-companies
- Lead 7 core team members and an additional production team
- Oversaw creative for all external customer facing marketing
- Oversaw creative for all internal marketing
- Mentored team members
- Started the SpartanNash Innovation Group
- Campaign strategy and execution
- Lead new and redesign of interior of stores
- Lead trade show efforts
- Appointed to special strategy team for sales and business threats

BUSINESS TO BUSINESS CAREER STAGE

Baudville | Art Director | 2002 - 2013

Recognition and identification business selling to other businesses.

- Lead 5 core team members and guided all marketing efforts
- Developed promotional multi-channel campaigns
- New product design, concept to full production