

# TIFFIN MILLS

ATLANTA, GA

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## SUMMARY

Creative Director with extensive experience in brand strategy, digital and print marketing, and leading high-performing teams. Proven ability to develop multi-channel campaigns that align with business objectives, drive engagement, and elevate brand presence. A strategic thinker with a passion for mentoring talent and fostering innovation.

## Skills & Expertise

- Creative Strategy & Design
- Brand Development & Enforcement
- Digital & Multi-Channel Marketing
- Campaign Development & Execution
- Art Direction & Visual Storytelling
- Cross-Functional Leadership
- Technology Integration for Marketing Teams
- Team Mentorship & Talent Growth
- Business Strategy Alignment

## Experience

### SENIOR DIRECTOR, BRAND & CREATIVE SERVICES (CREATIVE DIRECTOR)

YMCA of Metro Atlanta | February 2022 – Present

#### RESPONSIBILITIES

##### Strategic Brand Management:

- Develop and implement comprehensive brand strategies that align with the YMCA's mission and values.
- Ensure brand standards and guidelines are being met to maintain consistency in messaging, visual identity, and tone across all communication channels.
- Collaborate with YMCA locations across Metro Atlanta to ensure that brand initiatives support organizational objectives and resonate with their diverse communities.

##### Creative Campaign Development:

- Lead the conceptualization, development, and execution of visual identity campaigns across digital, social, print, and video that drive engagement and promote awareness of YMCA programs and services.
- Stay abreast of industry trends and best practices to continually innovate and elevate the creative output.

##### Team Leadership and Development:

- Lead a dynamic creative team in developing and executing integrated marketing campaigns across digital, print, and social platforms.
- Provide creative leadership and mentorship, fostering a culture of innovation, collaboration, and growth.
- Foster a collaborative and inclusive work environment where team members feel empowered to share their ideas and contribute to the creative process.

##### Technology Integration and Process Optimization:

- Implement technology-driven solutions to enhance brand engagement and streamline marketing processes.
- Champion the adoption of innovative tools and platforms that enable us to deliver personalized and impactful experiences to our target audience.

##### Brand Training and Education:

- Oversee brand strategy and ensure alignment with organizational goals, maintaining consistency across all communication channels.
- Develop and facilitate training programs to educate staff and stakeholders on the importance of brand consistency and adherence to brand guidelines.
- Regularly present creative to senior leadership and stakeholders.

## CREATIVE CONSULTANT / INDEPENDENT CONTRACTOR

Tiffin Mills Graphic Design | 2006 – February 2022

- Built a sought-after creative consultancy, partnering with Fortune 500 companies and major brands through word-of-mouth referrals.
- Developed and executed multi-channel marketing campaigns, brand identities, and high-impact visual storytelling for clients.
- Provided strategic creative direction, aligning design solutions with business objectives to drive engagement and brand growth.
- Managed end-to-end project execution, from concept development to final production, ensuring consistency and quality across digital, print, and experiential marketing.

### CLIENT HIGHLIGHTS

- Paragon Marketing Group: 13+ years of sports marketing design, collaborating with clients like ESPN, Gatorade, Lexus, Chipotle, Nature Valley, Yokohama Tires, PNC Bank, and Clean & Clear
- UPS: 12+ years supporting internal brand design team, including annual reports, brochures, healthcare booklets, brand packaging, infographics and more
- The Atlanta Women's Foundation: 10+ years designing materials for the annual "2 Big 2 Ignore" Luncheon, logo design and company marketing
- The YMCA of Metro Atlanta: 5+ years of brand support, designing fundraising materials, event signage, membership and branch marketing materials
- The Children's Museum of Atlanta: Designing full membership packages, annual reports, lobby displays and signage



### Early Career

#### ART DIRECTOR

Bigelow Advertising

- Conceptualized and executed brand campaigns across multiple industries, collaborating closely with creative directors and cross-functional teams.

#### GRAPHIC DESIGNER

Rich Gardner Advertising

- Designed recruitment advertising materials to strengthen employer branding and attract top talent.

#### SOFTWARE



PORTFOLIO  
tiffinmills.com

EDUCATION  
Ohio University, BFA

REFERENCES  
Available on request