

Jim Deeken

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SUMMARY

Data-driven and empathetic executive creative director with award-winning experience leading thriving B2B and B2C brands and high-performing, cross-functional teams. Known for breakthrough creative campaigns, brand building, creative intuition, kind and effective leadership.

PROFESSIONAL EXPERIENCE

GRAND ROUNDS HEALTH + DOCTOR ON DEMAND, San Francisco, CA

Senior Director, Creative Services & Brand (9/2019–Present)

Brand ambassador, inspired team leader and dedicated mentor leading all creative and brand development for emotionally resonant B2C and B2B healthcare brand resulting in higher engagement and increased ROI.

- Lead an internal team of 9 full-time designers, writers and project managers and 4 freelancers along with multiple brand, design, development, video and illustration agencies to meet aggressive deadlines.
- Led all aspects of Grand Rounds Health rebrand and launch on 4/21. Responsible for all collaboration with executive staff, member marketing, product marketing, product design/development, internal communications, employee engagement, IT, finance and legal.
- Serve as key creative stakeholder in creation of new company (post-merger) brand strategy and implementation including naming, identity design, brand development, value propositions, tone and voice, illustration and brand standards.
- Led new website development boosting double increase in member website engagement in first 3 months. Responsible for the entire project from managing internal and agency creative teams to site strategy, architecture, copy, design, illustrations and photography.
- Re-imagined all processes and procedures within creative services with a focus on scale and efficiency resulting in a 33% increase YOY in finished projects with a 21% decrease in time to completion.
- Designed, wrote and produced the full brand standards guide to ensure brand consistency across all media including print, email, digital, web, social media, internal communications and product.
- Met 100% of stretch goals by overhauling email, direct mail and targeted outreach creative campaigns.
- Lead creative campaign development for annual open enrollment, new client launches, monthly engagement, targeted outreach and conference/event materials.
- Partnered with members from the GTM team to concept and create materials and campaigns to achieve OKR-based pipeline and sales growth targets.
- Developed and managed the interim brand strategy after the merger with Doctor on Demand and acquisition of Included Health.
- Directed all photo and video shoots including script writing, storyboarding and editing.
- Mentor direct reports on career development, leadership and goals.

BALLAST COFFEE, LLC., San Francisco, CA

Chief Brand & Creative Officer / Partner (5/2018–Present)

- Conceived and executed full creative and brand strategy including naming, logo design, retail store design, packaging, social media strategy and content calendar, digital ads, all B2B sales materials and brand guidelines.
- Designed and opened first location in San Francisco with plans for 2 more locations in 2022.
- Launched both retail and wholesale businesses, increasing sales by 26%.
- Designed new line of retail packaging and e-commerce site helping increase net revenue by 16%.

AWARDS

- Emmy Award - Imagine TV Special
- W3 Award - CHLA website redesign
- Webby Award - Star Wars Visits Video
- HPRMA Award (17 total)
- PRSA Prism Award (12 total)
- Communicator Award (4 total)
- MarCom Award (3 total)

Work featured or awarded in: Graphic Design USA, Graphis Letterhead Design, International Brand Packaging, Logo 2000 Magazine, American Corporate Identity, PINC Showcase of Print Excellence, PIASC Award of Excellence, American Corporate Identity, Creativity Magazine.

VOLUNTEERING/FUNDRAISING

SF Youth Soccer, Miraloma Elementary School, Nautica Malibu Triathlon, Big Brothers Big Sisters, AmeriCorps.

SPEAKING ENGAGEMENTS

Hashtag Sports conference in NYC
City College of San Francisco

SOFTWARE

InDesign, Illustrator, Photoshop, Figma, Asana, Google Suite, Slack, Acrobat, Workfront, WebDAM, MS Word, PowerPoint, Excel and Outlook.

EDUCATION

Northern Arizona University, Flagstaff, AZ
- Bachelor of Fine Arts, Communications, (emphasis in Graphic Design)

CHILDREN'S HOSPITAL LOS ANGELES (CHLA), Los Angeles, CA
Vice President, Marketing & Creative Services (2015–2018)

- Promoted to manage a \$13.5M annual creative and marketing budget. Included establishing a clear creative strategy on all digital marketing campaigns, social media, email marketing, consumer website, strategic corporate partnerships, television, radio, billboard, print, direct mail, video, sponsorships, sales collateral, internal communications website, environmental design and annual reports. Assets were leveraged in both B2C and B2B campaigns and partnerships.
- Led digital marketing efforts by using A/B testing, geo-targeting, and meaningful content marketing to amplify social media channel engagement by 500% and increased referral calls attributed to digital efforts by 34%.
- Increased consumer awareness by 140%, contributing to a 43% increase in census and an 87% growth in revenue.
- Collaborated with senior leadership to create the CHLA Health Network - a B2B initiative designed to contract with outside hospitals, clinics and physicians to grow the CHLA care footprint. Work included development of a complex updated brand architecture, campaigns and sales materials while sitting on the Health Network Committee.
- Collaborated cross-functionally with CHLA Foundation colleagues to create campaigns, messaging and materials resulting in 15% year-over-year annual growth, raising \$103M in donations for fiscal year 2017.
- Managed all creative work produced by internal and external talent to produce effective, award-winning campaigns.
- Built and co-managed the marketing communications team of 35 with 9 direct reports. Maintained 100% employee retention in the marketing department over seven years.

CHILDREN'S HOSPITAL LOS ANGELES (CHLA), Los Angeles, CA
Associate Vice President Creative Services & Corporate Sponsorships (2013–2015)

- Initiated and managed a sponsorship program with organizations including LA Clippers, Kings, Galaxy, Dodgers, AEG, Fox Sports West, USC Football, The Rose Bowl, Lakers, Legends, The Special Olympics, Chargers and LA Football Club.
- Managed a budget of \$5.5M that included strategic corporate partnerships, television, radio, billboard, print, direct mail, video, sponsorships, sales collateral, environmental design and an annual report.
- Managed all creative produced by internal talent, external agencies and freelancers.
- Oversaw implementation of both a new project management system and a digital asset management tool to control distribution of all photos, logos, fonts and branded templates to internal and external audiences.

CHILDREN'S HOSPITAL LOS ANGELES (CHLA), Los Angeles, CA
Director, Creative Services (2010–2013)

- Hired to conceive, produce and champion all aspects of the new brand including logo design, brand standards guide and all internal and external-facing hospital collateral.
- Collaborated with colleagues, board members and senior leadership to launch the first-ever comprehensive advertising and marketing campaign in the 115-year history of the organization.
- Built an in-house creative services team of 8 including creative, copywriting, project management and production staff while managing external agencies and freelancers to produce effective, award-winning campaigns.

DEEKEN & HUNT-WEBER, INC., San Francisco, CA
Partner & Chief Creative Officer (4/2005–6/2009)

- Promoted to partner and rebranded Hunt Weber Clark Associates to Deeken & Hunt-Weber, Inc.
- Led the successful rebranding efforts for Kimpton Hotels and Restaurants, packaging and board design for Colorforms, Wolfgang Puck's Postrio, Westin Hotels, W Hotels, InterContinental Hotels, Wild Planet Toys, Japonesque beauty products, as well as branding and wine label design for both Pellegrini Family Vineyards, Artesa and LaTour Vineyards.
- Mentored employees in design, typography, software, client interaction and general business acumen.
- Led business development efforts to procure new clients and maintained existing client relationships to promote growth, increasing revenue by 15% year-over-year.

HUNT-WEBER CLARK, San Francisco, CA
Creative Director (2003–2005) • Senior Designer (2000–2003) • Graphic Designer (1998–2000)

- Led all creative, strategic and production initiatives on behalf of clients to increase revenue and awareness.
- Drove business development efforts and increase net revenue by 43% and increasing our client base by 22%
- Hired, developed and mentored a staff of 8 in developing award winning creative for clients in the toy, hotel, restaurant and wine industries.