

# DEANNA WOOD BURKS

CREATIVE DIRECTOR | COMMUNICATIONS MANAGER | EVENT PLANNER

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## ABOUT DEANNA

*Deanna's mind churns out creative ideas with ease. She applies her artistic skills and business acumen to yield marketing solutions that work. Web and print design, event planning, advertising, and marketing strategy are the means by which she helps companies get noticed and improve sales. To those, she adds her signature ingredient: pure joy. And that's the difference that makes her work unforgettable.*

### Deanna In Her Role As Creative Director

Award-winning creative professional, possessing excellent project management skills and able to direct multiple projects simultaneously within strict time frames and approved budgetary parameters. Demonstrates a proven history of innovation in leading, developing, implementing, and managing creative and integrated marketing communications to support strategic goals. Highly experienced applying a broad spectrum of marketing approaches and finding a unique balance between creativity and strategic thinking that generates results. Strong working knowledge of layout, graphic design, mechanical art, print production, web, video, presentation, packaging, and display. Open to a variety of roles and opportunities.

#### CORE COMPETENCIES

- Strategic Marketing
- Brand Planning/Stewardship
- Marketing Communications
- Project Management
- Corporate Communications
- Public Relations
- Leadership/Team Building
- Client Services
- Creative Conception
- Digital & Social Media

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## PROFESSIONAL SKILLS

### CREATIVE LEADERSHIP

- Works collaboratively with Sales and Brand support teams; participates in company strategizing and making recommendations for changes to the creative function to meet market changes, competitive threats, or to support strategic plans.
- Understands the company's strategic goals and brands; analyzes the creative team, environment, processes, technologies, etc., to determine areas needing improvement; and builds and directs a creative function aligned with and supportive of those goals.
- Provides strategic creative direction that will influence the strategy behind the products and services that are being developed and delivered, by thoroughly understanding the industry, the competitors, the target audience, everyday trending and style watch, pop-culture and general inspiration gathering.
- Develops and maintains a consistent brand/creative identity for the organization, that is aligned with the brand's positioning, and contributes to profitable sales growth and the development of a favorable brand image among customers and prospects.
- Studies the creative marketplace, assessing where company's work stands compared to competitors.
- Drives constant improvements in creative quality and capabilities.
- Assures that internal and client presentations are on time, professional, engaging, persuasive and supported by a sound rationale.
- Establishes and implements a distinctive creative perspective/point-of-view for each brand.
- Leverages market research for relevant insights into customer and market opportunities that will help shape creative development and production.

### BRAND MARKETING, PLANNING & STEWARDSHIP

- Manages and amplifies the company's integrated marketing and its channels.
- Develops the brand image and initiatives to foster brand loyalty, attract a broad customer base, and expand the existing customer base
- Works with the leadership team in the creation and implementation of marketing campaigns that support specific products – including product positioning to create and drive the marketing message throughout all communication channels.
- Formulates strategic marketing communications plans for multiple initiatives and segments; plans and implements projects from concept to execution.

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## EVENT PLANNING & EXECUTION

- Highly accomplished event planner with experience in corporate event planning, including annual meetings, employee training, industry trade show exhibits, and client education events.
- Collaborates with others to drive event attendance, and create experiences conducive to building brand reputation and generation of leads.
- Manages the entire creative process, including invitations, event signage, lighting, layout, catering and entertainment.

## COMMUNICATIONS & COLLABORATION

- Strong ability to provide clear creative direction and provide timely and helpful feedback to improve creative processes to keep work on budget and schedule.
- Sets expectations and standards (builds a culture) for creative team attitude, behavior, teamwork and professional development. Leads accordingly.
- Establishes positive and highly productive working relationships with all levels of the organization.
- Works with internal and external clients to ensure their needs are continually met and creative goals are on track.
- Plans and delivers oral and written communications that make an impact and persuade their intended audiences.
- Ensures that information is passed on to others who should be kept informed.
- Known for confirming own and others' work and information are complete and accurate; carefully preparing for meetings and presentations; following up with others to ensure that agreements and commitments are fulfilled.
- Gains others' support for ideas, proposals, projects, and solutions exhibiting faith in own ideas and having the willingness to take an independent position in the face of opposition.
- Demonstrates support for innovation and organizational changes needed to improve the organization's effectiveness, initiating, sponsoring, and implementing change, and helping others to successfully manage organizational change.

## TECHNOLOGY

Adobe Illustrator, Photoshop, Flash, Dreamweaver, Acrobat Pro; Final Cut; Filemaker; Microsoft Office; iWork; Mac based programs; Social media web programming and integration

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## RELEVANT EXPERIENCE & EDUCATION

### DEANNA BURKS CREATIVE

Creative Director, Nashville, TN, 2000 – Present

*A full-service marketing, event planning, and communications agency.*

Promoted businesses, including MoveStrong Fitness, CSX and Metro Water Department, through social media and the facilitation of coverage by TV newsmagazines, industry trade publications, and numerous newspapers. Successfully quadrupled revenues of primary contracted client, Dane Fitness, a regional fitness equipment sales and service company, over the past five years. To see examples of Deanna's work and a list of clients served, visit online at [deannaburks.com](http://deannaburks.com).

### SUNTRUST BANK

Art Director / Creative Director, Nashville, TN, 1996 – 2000

*One of the nation's largest banking organizations, serving a broad range of consumer, commercial, corporate and institutional clients.*

Designed and managed marketing graphics and campaigns for major financial institution. Developed branding for rollout of new financial programs and designed product displays, brochures, and related promotional materials.

### EDUCATION

Lipscomb University, BA, Public Relations (*in progress*)

Nashville State, Communications

*References available upon request*