



Kevin Nelson | cmyknelson@gmail.com

I'm an experienced project manager, designer, art director, creative director and marketing director. A good chunk of my early career was spent at a Top 40 B2B agency. I've added visual value to intellectual capital at a start-up management consultancy founded by a former PWC executive. And I currently serve as brand steward and strategic marketing lead for Enterprise Health — a health IT software company serving Fortune 500 companies, large health systems and federal and state government agencies. But if you ask me what I am, I'll always answer a "creative." It's been a great journey and I'm excited for what's next.

HIGHLIGHTS

- Excellent visual and written communication skills
- Manage the gamut from brand and strategy development to creative execution and analysis
- Skilled in electronic and print media
- Proficient in Adobe Creative Cloud, Microsoft Office, G Suite (and more)
- Experienced with HubSpot marketing software and processes
- Have worked with myriad industries — running shoes to health IT
- Extremely organized and deadline driven. Extremely.
- Have a personal dislike of the Oxford comma
- CrossFitter

EXPERIENCE

2011-present	Marketing Director — Enterprise Health (MIE), Fort Wayne, IN — Concurrently oversee four brands with minimal staff — Develop and executed global branding strategy — Author and manage \$1M+ annual marketing budget/plan in alignment with leadership goals — Contributed (with team) \$20M+ pipeline value from 2021-2025 — Manage trade show/conference schedule, including sponsorships, messaging and logistics — Mapped the buyer's journey for Enterprise Health and oversaw it's integration into HubSpot — Developed buyer's personas for Enterprise Health — Designed product UI/UX within a responsive environment
2007-2011	Creative Director — Hetrick Communications, Indianapolis, IN
2005-2007	Creative Director — Roman BrandGroup (a JWT company), Indianapolis, IN
2004-2005	Director of Visual Communication — Centricity Group, Indianapolis, IN
1997-2004	Senior Art Director — BoxFire, Indianapolis, IN

WORK

Selected work samples available at cmyknelson.com