

PROFESSIONAL EXPERIENCE

SIERRA TRADING POST Cheyenne, WY (2000-2017)

Manager of Creative Service and Internal Communications (2009-2017)

Proven director-level manager of a large creative team in a \$300M+ company. Expertise includes multi-channel creative strategy and brand management through print, web design, photography, copy, and social channels. Skilled in leadership of large teams, and cost-reducing and revenue-generating collaboration with in-house and external partners.

- Coached a cross-functional creative team of 6 managers and 70+ associates in the areas of Print Design, Web Design, Copywriting, Photography, Graphic Services and Samples Acquisition, building synergy and creating efficiencies that allowed us to decrease costs while increasing YOY output by 10-20%
- Initiated, reviewed and approved all print and digital creative developed in-house across all marketing channels, building consistency and collaboration between digital, print, OOH and POS, strengthening brand awareness and increasing our customer base
- Identified new customer marketing opportunities with the creative team, provided kick-off marketing briefs and communicated project status reviews to keep the team informed and up to date at all times, ensuring that all campaigns remained within budget and on schedule
- Communicated strategies and ROIs clearly with cross-functional stakeholders, securing full buy-in and support for campaigns that would increase sales and brand awareness
- Established an in-house video department, adding engaging product content to our website and delivering local and social advertising content, increasing online sales and decreasing third party costs
- Planned, developed and executed internal communication strategies, cultivating meaningful two-way dialogue across the organization to build associate engagement and increase bottom line performance
- Facilitated improved internal communications with global TJX partners, ensuring cohesive brand messaging and gaining leverage in the marketplace

Catalog Production Manager (2007-2009)

Proven manager of a large print creative team in a \$200M+ company. Expertise includes creative strategy, successful collaboration with in-house and off-site partners, and the ability to create efficiencies, positively effecting operating costs.

- Coached a creative team of up to 12 print designers, building synergy and creating efficiencies that allowed us to decrease costs while increasing YOY output by 10-20%
- Collaborated with all associates to ensure they understood the company's vision and had unrestricted access to approved branding materials, maintaining 100% internal and external integrity of the Sierra Trading Post brand
- Managed project budgets for strategic initiatives, providing communication and status reporting, while consistently coming in 10-30% under budget
- Continuously optimized design workflows establishing year over year efficiencies of 10-20%
- Initiated and led the creation, development, and administration of an internal database solution to house image and text assets, eliminating inefficiencies and cutting creative production time by up to 50%
- Collaborated with off-site business partners to build a skilled network of freelancers, printers, and paper brokers, building efficiencies and cutting costs

TRAVIS ROLF GRAPHIC DESIGN Cheyenne, WY (2000-present)

Owner and Graphic Designer (2000-present)

I run a small, but successful, freelance graphic design business, working as the sole graphic designer to create, establish, and/or maintain unique identities for several diverse clients.

Clients include: Cheyenne Little Theatre Players, State of Wyoming, University of Wyoming, Cheyenne Day of Giving, LIDA360, Cheyenne Chamber of Commerce, and STRIDE Learning Center

EDUCATION & PERSONAL DEVELOPMENT

Bachelor of Arts, Graphic Design, University of Wyoming, Laramie, WY (1990-1996, 2014)

Web Design Program, Laramie County Community College, Cheyenne, WY (2012-2013)

Leadership Cheyenne, Chamber of Commerce, Cheyenne, WY (2015-2016)

Lean Six Sigma, Yellow Belt Certification (2016)

Cheyenne Day of Giving, Board of Directors (2016-present)